

Lewis Center for Educational Research

17500 Mana Road, Apple Valley, CA 92307

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**Agenda for Lewis Center Foundation
Meeting at Lewis Center Mojave River Campus
17500 Mana Road, Apple Valley
Gym Conference Room
March 6, 2017
Public Meeting – 9:00 a.m.**

- 1.0 CALL TO ORDER:** Lewis Center Foundation Chair, Donna Siegel
- 2.0 ROLL CALL:** Lewis Center Foundation Chair, Donna Siegel
- 3.0 PUBLIC COMMENTS:** Members of the general public may address the Board during Public Comments or as items appearing on the agenda are considered. A time limit of three (3) minutes shall be observed. Those wishing to speak are invited to fill out a Request to Speak Card and give it to the Secretary.
- 4.0 CONSENT AGENDA:**
 - .01 Approve Minutes of February 15, 2017
- 5.0 DISCUSSION/ACTION ITEMS:**
 - .01 Plan fundraising
 - .02 Draft/Script of public relation video
- 6.0 BOARD/STAFF COMMENTS:**
 - .01 Ask a question for clarification
 - .02 Make a brief announcement
 - .03 Make a brief report on his or her own activities
 - .04 Future agenda items
- 7.0 RECOMMENDATIONS TO THE LCER BOARD**
- 8.0 ADJOURNMENT:** Lewis Center Foundation Chair, Donna Siegel

If special accommodations are needed, please call 760-946-5414 ext 352, at least 48 hours in advance.

Any written materials relating to agenda items to be discussed in open session are available for public inspection prior to the meeting at 17500 Mana Road, Apple Valley, CA. 92307.

Lewis Center Foundation

Meeting Minutes

February 15, 2017

1.0 CALL TO ORDER:

The meeting was called to order by Donna Siegel at 9:17 am

2.0 ROLL CALL:

Members present: Donna Siegel, Kevin Crosson, and Marcia Vargas

Members absent: None

Staff members Lisa Lamb, Teresa Dowd, Rena Payne, Michael Clark and Ryan Dorcey were also in attendance.

3.0 PUBLIC COMMENTS: None

4.0 CONSENT ITEMS:

.01 Approve Minutes of January 23, 2017

On a motion by Marcia Vargas and seconded by Kevin Crosson, vote 3-0 Consent Item 4.1 was approved.

5.0 DISCUSSION/ACTION ITEMS:

.01 Discuss marketing, fundraiser, and branding ideas

.02 Review previous public relations publications

- Lisa Lamb introduced Michael Clark from the I.T. department to the Board. Lisa shared the logo Michael Clark designed for the Apple Valley Center of Innovation.
- Donna Siegel asked about updating both Norton & the Lewis Center websites.
- Ryan Dorcey advised, I.T. department is updating all Lewis Center websites, updates should be completed by the end of March, 2017.
- Rena Payne brought old Lewis Center publications to share and review with the Board. The Board agreed future publication should be small 1 page publication that directs to website for all detailed information.
- Ryan Dorcey shared articles where the Lewis Center GAVRT projects were mentioned, one article was from Australia.
- Lisa Lamb suggested we look into local radio advertising.
- The Board agrees to work on updating the public relations information for the Lewis Center for Educational Research. The Board agreed our goal is to promote a unified Lewis Center.
- Lisa shared she has recently visited with Mike Gallo from Kelly Space & Technology. He was on the Founding Group of Norton. She is arranging for Norton to schedule future events with Kelly Space.
- Kevin Crosson will work on a 3 minute video script for the Lewis Center to create a video on our website explaining all that we have to offer at the Lewis Center. The 3 minute video will help us direct donors to the website for a quick overview of all that we do and offer at the Lewis Center.
- Lisa Lamb read & discussed our mission statement to the Board.
- Kevin Crosson will work on a one line mission statement for our advertising and share with the Board.

- The Board agreed we need to identify what the needs of the schools are so donors know what are our future goals and plans.
- Lisa Lamb shared a few examples of some of our specific needs which are Norton's need for a new campus and Norton's expansion into high school.
- Kevin Crosson asked if the Lewis Center has a grant writer.
- Lisa advised the Board, the Lewis Center does not have a grant writer.
- The Board discussed the Lewis Center highlights that Kevin Crosson will use in his script.
- Lisa shared the Lewis Center was recently in a documentary in the UK regarding our tortoise program with Hard Shell Labs.
- The Board discussed social media strategies for the Lewis Center to include Facebook, Twitter and other social media to use.

6.0 FOUNDATION MEMBER AND STAFF COMMENTS: *(Foundation members and staff members may ask a question for clarification; make a brief announcement or a brief report on his or her own activities.)*

- The next Lewis Center Foundation meetings will be:
 1. Monday, March 6, 2017, 9:00-12:00 pm
 2. Wednesday, April 5, 2017, 10:00-11:00 am

7.0 RECOMMENDATIONS TO LCER BOARD: None

8.0 ADJOURNMENT: Donna Siegel, Lewis Center Foundation Chair adjourned the meeting at 10:40 am.

Respectfully submitted,
 Rena Payne
 Executive Assistant to the CEO