

Junction Educational Foundation Board of Directors Meeting



MEETING DETAILS		
DATE	TIME	LOCATION
Thursday, May 4, 2017	5:00 – 6:30 P.M.	Junction Elementary Palo Cedro, CA

ATTENDEES		
Board Members Present	Kelly Lindblom: President Jessie Ambrozevitch: Secretary Erica Stark: Treasurer (Via phone 7:35 p.m. – 7:53 p.m.) Melisa Wood: Board Member Rich Gifford: Board Member Meghann Ryan: Board Member	Terri Henry: Board Member Andy Zappettini: Board Member Heather Richards: Alternate Board Member Hope Bjerke: Guest (Until 5:22 p.m.) Strikethrough indicates NOT in attendance.

AGENDA		
TOPIC	MEETING NOTES	ACTION ITEMS
Opening	The Junction Educational Foundation Board of Directors meeting is called to order by Kelly Lindblom, Vice President, at 5:05 p.m., at Junction School in Palo Cedro.	
Business Updates	<p>Meeting Minutes: Review of April Minutes. Kelly motions to approve the April Meeting Minutes, Melisa 2nds. All in favor; none opposed.</p> <p>Treasurer’s Report:</p> <p>Open Position: Suggested to go from 9 members to 7. Will discuss at a future meeting when all board members are present.</p> <p>IRS Update: See email notes attached. Kelly sent a response “Reasonable Cause Statement” via fax on 4/21/17 to dispute the penalty fees based on reasonable cause, there was no willful neglect. Kelly to follow up with the IRS on 5/5/2017. If they don’t waive the fee, we can file an appeal. The penalty is due on 5/8, we’ll need to issue a check regardless.</p>	<p>Kelly to discuss the topic with Rich. There may be some interest from the new principal to join the board.</p> <p>Research board member term dates and possibly post online for</p>

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	<p>JEF Operations Manual: Review of the contents. Raffle permit: Kelly to submit the application for the Open House raffle. Track earning, etc. there's a raffle checklist.</p>	<p>transparency. Cash Receipt: Meghann to share form that is used by Student Council.</p>
Grant Requests	<p>McCoy/Brand: Drive is up and going. It's been promoted on Facebook and on the East Valley Times and NPR. Kelly has sent a request to get additional information from Mr. McCoy to submit a grant application.</p> <p>Wood/Radio Kindergarten Roundup: Follow Up 2 this year, the second meeting only there were only 2 attendees. There will just be one Roundup event next year. Melisa shared that there may be enough students to fill 2 kindergarten classrooms.</p> <p>Goodman/WES Camp: See notes for email approval. \$120 grant issued.</p> <p>*Discussion around teachers submitting request throughout the year to provide funding for events that parents may not be able to provide like field trips, supplies vs. funding personally.</p>	<p>Melisa to remind teachers at the next staff meeting that they are able to submit requests to fund events throughout the year for students that may be in need.</p>
Events & Activities	<p>California Math Festival: Hope Bjerke will apply for a \$1,000 grant on behalf of Junction. The cost is \$1,500 for the day event plus the cost of the hotel for the event director. California Math Council runs the program. It would be hosted during the school day with a schedule for all classrooms to participate. Activities, classes attend and it's K-8th. We would need volunteers to assist. Extensive materials provided. The last time it was hosted was 2 and a half years ago, Junction invited Bella Vista and they split the cost. Junction could add the evening event for parents, it's an additional \$700. (They</p>	

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	<p>supplied dinner, pizzas from Costco and a bicycle donation.) It was in November at that time. We would have to host in early 2018. JEF would grant any funding that isn't included in the grant and coordinate volunteers and/or dinner/raffle. Melisa to present the program at the staff meeting on 5/8.</p> <p>Melisa motions to approve support of a Math Festival in 2018 at the school in which JEF will provide some funding and coordinating volunteers. Meghann seconds. All in favor, none opposed.</p> <p>Jog-a-thon: Recap: We raised over \$4,000 which was more than \$1,000 that was raised the previous year (from what was noted in the 2016 meeting notes). We have around \$150 that is uncollected, parents will receive a pledge collection reminder in the Friday folder. We had 93 students raise money with the top class earners from preschool and the 3rd grade. There were many parent volunteers and Student Council provided music and the Raider for extra fun. It was great event to get parents involved and students moving. Will continue this fundraiser in the coming years.</p> <p>Scholarships/Workshops: Update 4 kids total participated in the workshops, 3 at the first workshop and 2 at the second workshop. Five scholarships were submitted by our students. Committee to review the applications, Kelly, Melisa, Jessie and Erica to review and make the final decision of winners. Will be announced at Open House and again at 8th Grade Graduation.</p> <p>Teacher Appreciation Week: 5/1 – 5/5. We sent an email with the recap of events.</p> <ul style="list-style-type: none"> - Students will be bringing in small items throughout the week to show their thanks for all you do to help them learn and grow - Student Council will be postings thank you signs around the school 	

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	<p>- JEF, with the support of our parents, will be providing a light breakfast on Monday, May 1st and lunch (Mexican Fiesta!) on May 5th in Room 1</p> <p>Kelly motions to approve \$100 to approve supplies for Teacher & Staff Appreciation Week, Erica 2nds. All in favor, none opposed.</p> <p>BMX Show: May 11 @ 1 p.m.: Came about because we didn't have the resources for Bike to School. We need to fund a drug prevention event with the Ducky Derby. The cost is \$1,425. 7. Show Details-On Thursday May 11th, 2017 the BMX Freestyle Team will perform One- (1) 40-45 minute long BMX Stunt Show(s) for Junction Elementary. Showtime(s) 1:00pm.</p> <p>Kelly motions to approve JEF funding of \$1,425 for BMX Bike Assembly to fulfill our Ducky Derby commitment to provide education to students around drug use prevention. Melisa 2nds. All in favor, none opposed.</p> <p>Spring Fundraiser/Project Night: 5/18 We have posted the event on Facebook, banners at Junction and at the Mini Mart, posters a various businesses along with invitations to all the parents. The Lions Club will be responsible for any food permits required. The goal is sell 250 meals.</p> <p>Open House/Class Project Raffle: 5/25. Tickets leftover from PNO will be used. 8th grade will provide drinks. Student Council will provide a snack bar. Kelly suggested root beer floats. MC, awards, songs and then announce the raffle winners. Kelly, Jessie & Erica have volunteered to attend; Melisa and Meghann will be there as teachers as well.</p> <p>Kelly motions to approve JEF Table funding for \$200, for root beer floats and water at the booth. Meghann 2nds. All in favor, none opposed.</p>	

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	<p>Pancake Breakfast: 6/2 JEF to help support the volunteers but not any funding for the event.</p> <p>Band Instrument Donation Drive: Update, no donations yet but the event has been posted and sponsored with some interaction.</p> <p>Preschool Clean Up Day: There has been some interest in clean up and organizing the event. Maybe a work and fun work party. Perhaps we can have a put this on the calendar next year but we just don't have the resources at this time to volunteer. Teachers suggested that preschool send a maintenance request for repairs during the summer.</p> <p>Fall Fundraiser Event Update: This event is being planned by a subcommittee comprised of Erica and Kelly as Co-chairs, Jessie, and Keri Smith, Nicole Peery, and Colleen Whelen (all Junction parent volunteers). Event date is 9/15 (previous selected date of 9/22 became booked. Venue booked, catering booked, band booked. Donation Letter Request/Sponsorship document has been created to start soliciting donations. Kelly has submitted most of any online submissions that are available. Tickets have been donated from the Sacramento Railroad Museum and the Sacramento Zoo. See notes attached.</p>	
<p>Parent Outreach</p>	<p>Newsletter: May review of content, Jog-a-thon and events.</p> <p>LCAP: Discussion on the purpose of the Local Control and Accountability Plan (LCAP) in the state funding formula. Discussed role of JEF and Parent Club (formerly), as sited in Junction's LCAP, as methods of engaging parents in the school district's decision making processes. JEF wasn't aware of this role in the LCAP, and can do a much better job enhancing parent outreach and involvement as it pertains to the school district's ongoing</p>	

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	<p>efforts. Kelly and Rich have been in discussion and they will meet in the coming weeks to discuss and understand further.</p> <p>Facebook: We've spent around \$220 to promote the page. While it has promoted likes, we will not fund any additional spend at this time. Page is up to over 80 "likes" (followers), which is + about 65 since March.</p>	
<p>Adjournment</p>	<p>Kelly adjourns the meeting at 7:53 p.m.</p> <p>The next Board meeting will take place on Thursday, June 1, 2017 at 5:00 p.m.</p>	

***Referenced Communication**

Kalinowski/WES Camp Grant Request/Email Vote: Jessie motions to approve funding for up to three, 6th grade students to attend WES Camp for \$720. Andy 2nds. All in favor. None opposed (via electronic communication). Final amount requested was \$120 for just partial payment.

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New submission from Request a Grant - Spring 2017

Inbox x



junctionEF@gmail.com via p3plcpnl0857.prod.phx3.secureserver.net
to me

Apr 28 (9 days ago)



This may be a spoofed message. Gmail couldn't verify that it was actually sent from your account. [Learn more](#)

Name
Melissa Kalinowski
Email
mkalinowski@junctionesd.net
Date
04/28/2017
Your Role at JESD
Secretary
Detailed Description
A student in the 6th grade needs a partial scholarship to be able to participate.
Brief Description
A student in the 6th grade needs a partial scholarship to be able to participate.
Amount Requested
120

Moonlight Harvest Festival/Subcommittee Notes: 4/7/2017

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JEF “Moonlight Harvest Festival” Subcommittee

Minutes

- Attendees
 - Kelly Lindblom
 - Erica Stark
 - Jessie Ambrozevitch
 - Kerri Tenney Smith
 - Nicole Peery
 - Colleen Whelen

- JEF Board Meeting results
 - Approved event date: **Friday, September 15, 2017 (Autumn Equinox)**
 - Previously approved \$2000 for venue
 - Approved \$500 for band
 - Approved \$500 for catering deposit
 - Approved \$500 for initial publications
 - Total: \$3500

- Venue: Gover Ranch
 - Erica and Kelly attended Gover Open House, toured venue, shared photos, visited with vendors
 - We will have all day to set up and use of all areas (barn, outdoors)
 - Event will be 6-? (guests must leave by 11, clean-up by 12)
 - Tables/chairs
 - Rectangular tables for auction and raffles, sales and ticket collection (Gover has these)
 - Round banquet tables for dinner, with chairs (Gover has these)
 - Bistro height cocktail tables for people to stand and drink/eat - need to look into rental.
 - Parking

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- Plenty of parking is available
- Will look into shuttle service and/or Uber to “be available” for those who prefer not to drive
- Restrooms are nice
- Theme/Style
 - o Name (per group text): **Moonlight Harvest Festival**
 - o Concept: Barn Party with beer and wine, dancing, auctions and raffles
 - o Target attendance: 300-400
 - o Wine and Beer Discussion
 - Taste of the Future event in the past involved gathering modest donations from many different vendors. Very labor intensive. This became more and more difficult as the number of “wine tasting” events in the community grew. Most venues require licensed alcohol servers.
 - The benefit of the donations was that it essentially meet the concept of the “wine tasting” purpose, and ticket prices could be marked up accordingly given that wine tasting was included. In 2016, 67 tickets were sold, so the full benefit of ticket pricing was not enough to cover event costs.
 - Group decides to change beverage strategy, as event is not a “wine tasting”. We will work exclusively with one winery, and one brewery, who will sell their products directly at our event by the glass.
 - This will encourage a stronger relationship. We can draw from their existing customer base. We can sell event tickets at their shops. We can use their names exclusively in our promotional material.
 - We may still need to hire a licensed bar tender to manage all alcohol service
 - We want each vendor to commit to donating 1 glass of beer/wine with the ticket purchase. Additional drink purchases will be made directly to the vendor. We will then expect a X% of their profits donation to be made back to JEF (% TBD, but may be 20-30%)
 - Preferred Brewery: Wildcard. Preferred Winery: Moseley Family Cellars. Need to begin negotiations with each and work on equal and agreeable terms.
 - o Entertainment
 - Live band - The Billies have confirmed their availability and discounted price of \$500. Next step is to sign a contract with them. - Kelly
 - DJ/MC - Group is interested in hiring a DJ/MC to manage the event’s itinerary and keep ambient music going throughout the night when the band is not playing. Jessie will price our options.
 - Auctioneer (Johnnie) - Even with a DJ/MC, we would like to ask Johnnie to be the auctioneer
 - Line dancing instruction? - Group thought it would be particularly fun if the DJMC is able to host some activities like line dancing

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- Free activities like corn hole (discussed in group text after meeting) could be set up, maybe 3 sets of corn hole and an instruction board. Kelly can make game sets. They can be auctioned off, too.
- o Party Favors
 - Consider purchasing glasses with event logo on them as souvenir/party favor for guests
 - Do not want to use sponsor logo on glasses this year
- o Other discussion/ideas (from meeting and group text)
 - Want to emphasize that classroom projects use a “moonlight” and/or “harvest” themes. Projects will be showcased on display and will help create the “festival” atmosphere, since we won’t be having lots of vendors like a typical festival.
 - We want to find many ways to include “moonlight” and “harvest” in our auction items, like farm/ranch goods, crafts, services, art, etc.
 - Also include Harvest in our decor - fresh flowers, hay bales, apples, nuts, pumpkins
 - Could have a photo booth backdrop area for “selfies”
 - Souvenir sales - event t-shirts, Junction gear, stickers, hats
- o Catering
 - Group discussed the following options: Food Trucks, or BBQ caterer
 - Food Truck pros: unique, exciting, could have a variety of food, could get help from the Food Truck Park guy in Redding. Cons: more complicated to administer, could result in wait lines, don’t know of many local food truck options.
 - BBQ caterer options pros: We have already been talking about this with Palo Cedro Lions. Would be easy to administer. Food would be good, for sure. Meal size would be good. Cons: perhaps not the least expensive choice, less “trendy/fancy”.
 - Group unanimously agrees to go with BBQ caterer, Lions preferably (if they confirm availability and discount price of normal catering menu)
 - *****Kelly worked with PC Lions President, Bruce McPhee, on 4/8/17 and PC Lions agreed to do the event. They are excited about it, will help promote. We will provide plates and utensils. They will do everything else. Tri-tip and Chicken, sides, etc. Price point is \$15/plate, but they will adjust if we exceed target ticket sales (300).*****
- o Auctions

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- Will group silent auction items on tables of different color/numbering and have those table's "close" at different times throughout the night. This will make the payment processing go smoother, and hopefully build suspense around bigger auction items just before they close.
 - Mimick auction forms used by previous Taste for the Future event
- Live Auction of any significant items, dessert auction, leftover dinner items (haha!)
- Raffles
 - Will use similar strategy as with PNO event last year: 50/50 raffle, plus specific raffle prizes that can be directly entered (mason jar for each item to collect tickets for that item).
 - Need to remember to bring a raffle hat or tumbler to pour tickets into for drawing. Need to have volunteers with that specific job duty.
- Other Logistics that we will need to plan later
 - ABC permit, 21+ wristbands (\$250) (Erica)
 - Event Insurance (Jessie)
 - Uber-type services? Shuttle service? Pick-up Drop off in town
- Tickets:
 - Sales
 - Online, In person, at the door
 - Sell "tables" with some kind of perk (i.e. discounted price and/or bottle of wine for group); target local businesses/organizations
 - Sell tickets at Honeybee Festival
 - Sell tickets at Brewery/Winery shop
 - Ask Lions to help us
 - Trying to promote to Exchange club, rotary, Lions, Elks to get them to do group deals
 - Pricing
 - \$35/\$40 was past price point. Left very little profit margin with previously used cater (catering was \$24/person)
 - May chose same price, ticket to include dinner, first beverage, raffle ticket, and party favor
 - Erica may be able to get meat at cost from R&R market
 - *****Kelly has prepared calculation for possible ticket prices with profit margins at various levels of sales and expenses...for future discussion*****

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- Marketing Strategy
 - Target audience
 - School community - improve parent outreach, extended families, try to get more teachers (consider discounted prices for teachers)
 - Alumni - promote reunion, discount the tickets
 - Grandparents
 - Big spenders
 - Business owners/managers - people who understand how these fundraisers work. Chamber of commerce, politicians
 - Affiliates of Lions Club, Brewery and Winery
 - Publications (flyers, newspapers, etc.)
 - Social Media
 - Radio - Billy & Patrick
 - *****Billy Pilgrim informed Kelly that they will do FREE public service announcements for our event, and they would like to have us on their morning radio show to promote the event. He will be our direct point of contact*****
 - “Canvassing” (posting flyers strategically throughout the area)
 - Large banners at key locations in PC - park-n-ride cyclone fence, Fresh Fire Grill cyclone fence, PC Chamber of Commerce Bulletin board on HW 44, PC Fire Dept. bulletin board
 - Event Posters
 - Friday folders
 - Save the date and then a formal invitation (Distribute save the date info prior to end of school year)
 - Date magazine (Erica)
 - Enjoy! (Erica)
 - North State Parent
 - Do a formal looking invitation to select people
- Fundraising:
 - Sponsors/Donations
 - Currently have \$2000 donation promised (PG&E, \$1000 in bank, \$1000 promised)
 - Colleen spoke with Dignity Health and they will make donation
 - Jessie researched Lithia Motors and they will make donation

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- Keri has been in contact with Corning Ford, they requested our W-9 (Kelly provided)
- Erica will draft sponsor/donation solicitation letter next week
- Letter will include defined sponsorship levels, perhaps including perks for each level

- Kelly sent out the compiled list of donations and sponsorships JEF got in 2016. Kelly, Erica, and Jessie will review together and try to divide the list up amongst the 6 of us to seek this year's donations.

- Meanwhile, Kelly requested each person to send list of organizations they would like to contact. This way we can ensure no duplication.

- Guest Speaker - Mimi Moseley, Owner of Moseley Family Cellars
 - Mimi provided tips and advise for our event based on having a lot of experience from the winery's perspective in supporting these type of fundraisers. Our event generally aligns with her advise at this point. She indicated that our concept of working exclusively with one brewery and one winery would be VERY enticing for those vendors to want to support our event.

- Review new action items:
 - Contract with the Billies - Kelly
 - Research DJ/MC options - Jessie
 - Contact/arrange meeting with Wildcard to feel them out as preferred Brewery - Erica... then also contact Moseley Family Cellars - Kelly (timing is important for this, because we'll need fairly similar deals)
 - Write solicitation letter for donations - Erica
 - Add ideas to "JEF Moonlight Harvest Festival" Pinterest board - All
 - Send list of companies/organizations to get sponsorships from - All

- Plan next meeting date/time/location - ran out of time for this. Kelly will coordinate with everyone for May meeting date.

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Moonlight Harvest Festival: Donation Letter Request/Sponsorship Levels



April 27, 2017

Dear Friends of Junction:

We are writing on behalf of the students and staff of Junction Elementary School District (JESD) to request your support. Public education is at a crossroads due to changes in academic standards, advances in technology, and aging infrastructure. Junction Educational Foundation (JEF) is a non-profit, tax-exempt organization dedicated to raising funds to improve and enhance the quality of the educational environment for the children of JESD.

JEF is very excited to announce we will host our first ever **Moonlight Harvest Festival on Friday, September 15, 2017**, at the beautiful Gover Ranch in Anderson, California. This event will supersede the annual "Taste for the Future" event we have hosted in previous years. The Moonlight Harvest Festival will take place under the (nearly) full harvest moon, and will feature a delicious BBQ dinner catered by our partners, the Palo Cedro Lions Club. With dinner, we will offer beer and wine, live music and entertainment, both a silent and live auction, and raffles. It will draw widespread crowds from the community; our attendance goal is upward of 300 people.

This annual community event is an essential part of our fundraising efforts. Money raised from this event will supplement and enrich the academic and extra-curricular experience at Junction Elementary and Middle Schools, such as enhancing our music program, providing classroom grants and student scholarships, facilitating field trips, and funding school facility improvements. JEF has taken on the challenge of filling the gap left by inadequate funding. All fundraising efforts for Junction School District are organized through JEF. In addition, JEF seeks funding from local and national philanthropic organizations. In order to make this event a success, we need your support!



We are seeking cash sponsorships at three levels, described on the enclosed flyer. We are also seeking the donation of tangible items to auction or raffle. Our committee representatives would be happy to speak with you in person about ways that your organization could donate to achieve the greatest mutual benefit. Because JEF is a non-profit organization, all donations are tax-deductible.

On behalf of the entire JEF board and Junction Elementary School District, thank you for your consideration. If you have any questions, or would like more information, don't hesitate to contact me.

Sincerely,

Kelly Lindblom, President
Junction Educational Foundation
(925) 270-8313

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