

**Junction Educational Foundation
Board of Directors Meeting**



MEETING DETAILS		
DATE	TIME	LOCATION
Thursday, June 1, 2017	5:00 – 6:30 P.M.	Junction Elementary Palo Cedro, CA

ATTENDEES		
Board Members Present	Kelly Lindblom: President Jessie Ambrozevitch: Secretary – Until 7:50 p.m. Erica Stark: Treasurer – Until 6:30 p.m. Melisa Wood: Board Member Rich Gifford: Board Member - Until 6:02 p.m. Meghann Ryan: Board Member	Terri Henry: Board Member - Until 6:23 p.m. Andy Zappettini: Board Member Heather Richards: Alternate Board Member 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 5:06 p.m., at Junction School in Palo Cedro.	
Business Updates	<p>Meeting Minutes: Review of May Minutes.</p> <p>Meghann motions to approve the May Meeting Minutes, Terri 2nds. All in favor; none opposed.</p> <p>Treasurer’s Report:</p> <p>Open Position: Suggested to go from 9 members to 7. We’re missing a member of the public, not affiliated with the school but could be a parent, grandparent, etc. However if we proceed with reducing the number of members, it would require an amendment to the bylaws. Another suggestion would be the new principal could be on an advisory position vs. and active board member, so eliminate the requirement for the</p>	

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	<p>administrator on the board. To help with communication gaps, we could schedule 1:1 meetings on a regular basis. An option would be to have 3 members part of the school and then 4 members that are general members of the public. Concerns that we may need more members to have support at events. If we have enough volunteers, this would not be an issue.</p> <p>Andy makes a motion to eliminate the administration and VP position which requires an amendment to the bylaws. Jessie 2nds. All in favor, none opposed.</p> <p>IRS Update: Kelly followed up on 5/31/17 to check the status of our appeal. 6/1/2017 stating that they need additional time to review. Received a letter in the mail on 6/1/2017 stating that they need additional time to review.</p> <p>JEF Operations Manual: Will review again at a feature meeting. Kelly has requested that each board member review the manual so all duties and responsibilities are clear. Responsibility of the outgoing member to notify the president of intention to leave if it is prior to term ending.</p> <p>JEF Strategic Planning Meeting: Scheduled for 6/9/2017 at 3:00 p.m. Officers required to attend, other board members, optional. The purpose of the meeting is to provide clear direction for the upcoming year with goals, a defined budget and schedule of events that are in line with the vision of JEF. *See notes attached. *Meeting has since been postponed.</p>	
<p>Grant Requests</p>	<p>McCoy/Brand: Table the request to the next school year. Kelly has not received the necessary information from the teacher to submit the grant paperwork.</p>	

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<p>Events & Activities</p>	<p>Scholarship: Winner announced at Open House. 5 students submitted the applications. Three were awarded, 1st Place to Lily Caldwell, 2nd to Teagan Richards and 3rd place to Wyatt Eberhart.</p> <p>Teacher Appreciation Week: Teachers felt uncomfortable handing out the flyer requesting gifts even though it listed that it was from JEF. Will reassess events/activities next year.</p> <p>BMX Show: Really great feedback about the event, the students loved it. Part of the message of the event was about not using drugs or bullying. Riders shared that they wouldn't have been able to be as successful in their BMX careers if they had used drugs.</p> <p>Spring BBQ: Went really well. The Lions Club were very happy at the end. Everybody that attended thought it was a great community event. Rich said it really enhanced Project Night. Meghann felt it was really helpful and convenient for parents to have dinner provided at the school. Around \$500 in profits were made on this event.</p> <p>Open House: Amazing turnout, so many parents attended. Impressed that there were free root beer floats. Many people come after the event and there wasn't enough ice cream to serve more floats. Could serve floats throughout the event next year. Raffle part was good, teachers may have earned more money than the baskets, and over \$1,100 was raised. JEF sponsored the raffle and will hold the funds until the next school year to distribute to the classrooms. Next year we'll be clear that people need to be present to win and capture names and phone numbers on the raffle tickets.</p> <p>California Math Festival: Winter in January or February of 2018. Concerns about the cost. Hope is trying to get a grant cover a portion of the cost. We'll need to manage the</p>	

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	<p>expenses. Rich suggest that we just host the day event and not the evening event or change up the event to be more impactful.</p> <p>Pancake Breakfast: 6/2 JEF only there to help serve. *Junction had enough support at the event. JEF handed out stickers and save-the-date cards to parents</p> <p>Band Instrument Drive: Lots of exposure on Facebook and the NPR. Heather Richards to donate a flute. **Received a donation offer via the JEF site form on 6/8, the instruments will be delivered to the school this summer.</p> <p>Moonlight Harvest Festival: See budget planning document attached. Would like teachers attend and may offer tickets at cost, which would be \$25. It would be for teacher plus one.</p> <p>We started promoted the event on 5/31, it's been shared on Facebook. Record Searchlight reached out to Gover Ranch to get more information. We need to get cash donations and other donations.</p> <p>Andy makes a motion to approve \$1,000 for marketing and initial expenses for the Moonlight Harvest Festival. Kelly 2nds. All in favor, none opposed.</p>	
<p>Parent Outreach</p>	<p>LCAP: Kelly provided feedback about JEF's involvement to parent involvement. JEF could provide a larger role in parent communication with LCAP.</p> <p>Facebook: Up to 95 likes. Parents are liking and sharing and posts.</p> <p>Parent Lists: To improve communication, JEF really needs parent contact information</p>	<p>Jessie to create a form and reach to Vicki to see if we can add a</p>

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	<p>including email addresses to share event information, volunteer opportunities, etc. Would it be possible to get a form in the school packet? Make the form. Could we get the previous email lists form Terri Henry from Parent club?</p> <p>JEF 2017-2018: Need a list of the schools schedule, list of school events, teacher events, club events, student council, and then we can plan JEF events accordingly. JEF would like to collaborate on the calendar. Have a Teacher Outreach section on the agenda and meeting minutes. Kelly strongly suggests that we have strategy for the budget. See referenced notes.</p> <p>Junction Apparel: Will have 3 new logos designed.</p>	<p>form to the enrollment packet.</p> <p>Follow up with Terri Henry about Parent Club, parent information.</p> <p>Jessie to follow up with Vicki about a school event list for the upcoming school year.</p> <p>Jessie to start working on the logo redesign project.</p>
Adjournment	<p>Kelly adjourns the meeting at 8.30 p.m.</p> <p>The next Board meeting will take place on Thursday, July 6, 2017 at 5:00 p.m.</p>	

***Referenced Communication**

Strategic Planning/Email Communication:

Date: Friday, June 9, 2017
Time: 3pm start, will last several hours
Location: Kelly's house, 9425 Palo Cedro Estates Drive, Palo Cedro 96073
Dinner will be provided (pizza and salad), Kids are welcome

Please RSVP for the meeting this Friday so we have a headcount for food and copies of documents.

This meeting is mandatory for the Officers, optional (but we would love to have you) for everyone else. No decisions will be made – we will be developing a draft plan that will be presented to and reviewed by the JEF and JESD boards and various stakeholders before finalizing.

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If you can't attend but would still like to weigh in... please keep reading and provide feedback.

Potential Goals:

- Play an enhanced roll as liaison between school district and the public (particularly parents of students) regarding school matters such as the need for parent involvement in academic activities (driven by LCAP goal 3) and school district decisions.
- Strategically plan *all* school fundraising activities.
 - o Review and approve all fundraisers that are planned for the school to minimize overlap and parent and teacher burden.
 - o Optimize fundraisers to focus on those that provide greatest benefit while eliminating those with marginal gain.
- Identify 1-3 specific projects for which to aggressively seek outside grant funding.
- Create a master schedule of all JEF and JESD activities in coordination with the school.
- Better engage the teachers in JEF matters with a targeted communication plan.
- Develop a strategic budget plan.

Potential Events (please help develop this list):

- Monthly: JEF Board Meetings, JESD Board meetings, event subcommittee meetings
- September: Honeybee Festival, Ducky Derby, Moonlight Harvest Festival
- October: Walk to School Day, Fall Carnival
- December: Palo Cedro Country Christmas
- January: Math Festival
- February: Spelling Bee
- March: Doctor Seuss Week
- April: Jog-a-thon
- May: Teacher Appreciation week, Project Night BBQ, Open House

Potential Activities (please help develop this list):

- Monthly newsletters
- Work in support of event promotion (sponsorships, donations, marketing, publicity)
- Ongoing communication via Facebook, flyers, web site
- Grant seeking
- Grant issuing
- 8th grade scholarships
- Parent outreach in support of LCAP goals
- Volunteer/funding support for non-JEF hosted school functions
- Compliance functions (see compliance manual)

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Other items attached, for review and feedback:

Budget Brainstorm Doc we discussed at the last JEF Board Meeting (*This one is important – complete restructure of our existing budget process!*)

Compliance Manual

Strategic Planning: JEF 2017-2018 Budget Discussion

Things to think about:

1. Our current total assets are about \$50k
2. Gross annual revenue was an average of \$44k per year for previous 5-year period
3. We are supposed to reinvest our funds (not keep it in non-interest bearing accounts, which would be mismanagement of charitable contributions)
4. We have a significant role in funding support for JESD and are one of the only sources of funding that doesn't come from a per-child based formula (AKA we have all the control)
5. We want to supplement, but not duplicate, the funding support that the school gets through budget calculations.

What information do we need to develop our budget?

Annual Expected Income:

- Itemize fundraisers and their expected earnings based on prior years
- Establish fundraising goals for each event
- Outside Grants and donations to general fund would be bonus

Recoverable Expenses:

- Fundraising and Break-Even **Event** Expenses (to be recovered by funds raised)
- Apparel (to be recovered by items sold)

Non-Recoverable Expenses:

- Non-fundraising **Event** Expenses (hosted at loss)
- Administrative costs
 - P.O. box
 - Insurance
 - Website
 - Newsletter Printing
 - Miscellaneous printing (event specific printing should go under the event's budget)
 - Advertising
 - Taxes

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Potential Investments:

Short Term (1 year)

- AR Trips
- Teacher Grant Periods
- WES Camp

Medium Term (2-4 year commitment)

- Band/Music Program
- Robotics/Maker Space
- Aftercare Program

Long Term (5+ year commitment)

- Scholarships
- Endowment