



MINUTES

Date | time 11/16/2016 7:06 PM | *Meeting called to order by* Derek Timm

In Attendance

Derek Timm (President), Larissa Taylor, Linda Benko, Lali Kates, Katie Begley, Michele Gray (Treasurer), Lori Gentile, Gina Johnson, Hannah Stanford, Wade Leishman, Roger Snyder (Secretary), Marisa Cawley, Shar Ransom, Lisa Wilmoth, Julie Maxwell, Sue Roth

Approval of Minutes

Motion by Michele Gray, Larissa seconded, and motion passed unanimously.

Treasurer's Report – Michele Gray

1. We have about \$43.5k in the account
2. Endowment fund down \$6300 this month.
3. Sold \$600 in Dance tickets so far!
4. Total income is \$29,797, which is up 74% compared to last year YTD.
5. Net income is also up from this time last year, up 79%
6. Food truck event last week brought in \$799. Michele issued a monthly report for these events, to compare month-on-month.
7. Screenagers brought in \$1930 gross, and netted \$1020, which is great considering we weren't expecting to make a profit.
8. Letter campaign brought in a little over \$16k, also up from last year YTD
9. Michele also provided a 4-year comparison of revenues YTD.
10. The high school students sold one sticker at the Haunted House, for \$4. We'll get this at the Christmas Tree farm event.

Christmas Tree Lot – Linda Benko

1. Update
 - a. Sign ups -- please go online and sign up for volunteer slots. Suggestion made to describe the responsibilities of the "Lot Manager" on the website. There is a binder at the Lot to describe this when you're there for a shift.
 - b. Trees arrive the Wednesday, 11/23, at Noon. Need some help to unload the trees – please sign up! Derek will send out an email asking for help, both to the SVEF alias, and to a larger parent's alias.
 - c. Also need help on Saturday, 11/26, at 9AM to get the lot setup.

- d. Flyers will be in this Friday's Friday folders.
- e. Linda will making 10 posters to place on campus and around town.
- f. Ads will be placed in the Banner as well.
- g. Linda has purchased two sail flags to place onsite to promote the lot to street traffic.
2. Tree lighting – Saturday, Dec 3rd
 - a. We will auction off a tree that night, with Christmas lights.
 - b. We need 6 kids available to sell tickets from 4-8pm that night. **Larissa** will find kids for this event.
 - c. Setup at the tree lighting will be not later than 3pm.
3. Promotion
 - a. **Roger** will place the information in the Community Calendar for the Banner, and the KSBW.
 - b. **Derek** will get the info into the Scotts Valley Times. **Linda** will cover the Sentinel.
4. Food truck event at the Christmas Tree Lot
 - a. Food trucks will be there for lunch time on Nov. 26th, and Dec. 3rd
 - b. 10% of proceeds will go to SVEF! Thanks Food Truck-A-Go-Go!

Screenagers – Lori and Gina

1. Lori – thanks everyone for your help!
2. About 360 people attended, with overwhelmingly positive feedback
3. Had nearly 50 people stay for the after-screening talk.
4. Mary Lonhart and Tanya Krause were both there, and both were impressed with the turnout.
5. SERC provided some additional resources, and Lori has placed these on our website. SERC now has its own web page, and we linked to it from our FB page.
6. Gina has had several requests for another screening, but not sure if we will do this soon, or wait to next Fall.
7. SVPD will have another social media awareness night this year – Dec. 6th.

President's Report

1. Holiday letter – Derek will start working on this, based on last year's letter. This is the "Winter Ask" donation request letter.
 - a. If anyone wants to help write this, let me know. **Lisa Wilmoth** volunteered to help.
2. "Daughter and Me" Dance (Marissa) – Jan 28th
 - a. Flyers going into Friday folders this Friday at Brook Knoll and Vine Hill.
 - b. Flyers available at the Middle School
 - c. **Looking for donations for auction items** – prefer experience-based items, tickets, etc., but of course we'll accept "stuff" as well. Hope to have 6-8 auction baskets, each with a few items in it, including a bicycle as one of the auction items.
 - d. Marissa will work with Katie to get a MySignup event ready for volunteer signups right after Winter Break.
 - e. Lori recommended assigning a "volunteer coordinator", so that Marissa is free to help all around the event, and someone else can manage the volunteers.

- f. We will have Face Painting, Cotton Candy, and other booths. Would welcome corporate sponsors for these booths to help reduce costs, so there's more profit for the schools.
 - g. "Under the Sea" type theme at Bruno's.
 - h. Once we know what the auction baskets are, we'll advertise them online as well.
3. Mountain Charlie Challenge
 - a. Derek talked to Alicia since the last meeting, and updated her on the positive feedback on the Destination concept. Still working on it, and will have a full update at the next meeting.
 - b. Start at the High School, and end in Carmel Valley.
 4. "Touch a Truck" Event
 - a. Dennis Lane has been out of town, but will have an update at the next meeting.
 - b. Targeting the weekend of May 6, 2017, and the City of Santa Cruz has approved the usage of the old air strip for that event.

Food Truck-A-Go-Go Event

1. Financial Update from last event covered above in Treasurer's report.
2. After some discussion, we agreed to skip doing a Food Truck Friday in December.
3. Derek and Lali will consider dates for 2017.

Site Reports

1. Vine Hill – Larissa
 - a. Push to integrate mindfulness in the classroom continues – doing more meditation, and encouraging kindness to self first, and then to others.
 - b. Julie Pierce has provided some training to teachers, to help them with this practice.
 - c. Schools that practice mindfulness have lower suspension rates.
 - d. Shar Ransom explained that this is part of a larger effort around PBIS. PBIS = Positive Behavior Intervention Support.
 - i. We're in the 2nd year of a 3 year grant, and this is the first year of the actual roll out phase.
 - ii. Each site has a PBIS team
 - iii. Mindfulness is not prescribed by PBIS, but it fits into the philosophy of PBIS.
 - iv. Last month's Professional Development day had a session on PBIS, focused on social-emotional health.
 - e. Read-a-thon raised \$29k, but down from previous years. It was earlier this year, and probably lost some funds due to the PTA membership drive that was right before it.
 - f. Science Fair is on January 28th. Judging is from Noon to 1pm, and open to the public from 1-3pm.
2. Brook Knoll – Hannah

- a. Our Read-a-thon raised a little less than \$20k, but was well-received.
 - b. Our sponsors appreciated the cross-promotion of the two sites.
 - c. Nice for the whole city to participate at the same time at the elementary level.
 - d. Katie pointed out that it's a little early in the year from a teacher's perspective, as we're getting students donation websites up amidst a lot of other work. It's hard only 40 days into the school year. And conflicts with report card work.
 - e. Hannah and Larissa agree that this date was too early.
 - f. Havannah Nights Auction is moving along for next March.
3. Middle School – Cheri absent, but reported to Derek offline:
 - a. Fun Run had a great turnout!
 - b. Middle School PTA meets tomorrow night.
 4. High School Parent Club – Hannah / Vicky Granger
 - a. Parent Club is sponsoring their monthly teacher luncheon – Hannah loves it. It's tomorrow for November.
 - b. Haunted House was a success.
 - c. Football team is doing well!
 - d. Cross Country is going to CCS. Jessica Kain is making it to State competition!
 5. Falcon Club and SVSC – Linda Benko
 - a. Lots of good basketball teams forming – boys and girls.
 - b. Derek mentioned that SVSC event last month went well. **Derek** will ask Julia Blanton to come and present at a future SVEF meeting.
 - c. Linda mentioned that two volunteers are now trying to get bingo going at the High School.
 - d. Feb 4th, 2017 Poker tourney
 - e. April 28th, 2017 Golf tourney
 6. Recognition: Derek thanked Sue Roth for her years of service and efforts on the School Board!
All agreed!

Technology – Lori Gentile

1. Resources page added to the website
2. Minutes and Agenda are also now available on the website.

Other Business – SVEF Elections

1. SVEF Officer Elections
 - a. President – Derek was nominated, and elected unanimously.
 - b. Vice President
 - i. No one wanted to step forward yet, but a few people are considering it.
 - ii. Katie mentioned that flyers promoting the position can be put up in teacher lounges.
 - c. Treasurer – Michele Gray nominated and unanimously approved.
 - d. Auditor – Cheri Brownfield nominated and unanimously approved.
 - e. Secretary – Roger Snyder nominated and unanimously approved.

Meeting adjourned at 8:09pm.

Next Meeting

Next meeting will be 12/21/2016 7:00 PM in the downstairs conference room of the Water Board building. You can access this room from the parking lot on Scotts Valley Drive, between The Pied Pipers pest control building, and the Pro Scuba shop.