

**DEL MAR UNION SCHOOL DISTRICT  
BOARD OF TRUSTEES**

**MINUTES OF SPECIAL BOARD MEETING  
BY THE BOARD OF TRUSTEES  
Del Mar Hills Academy – Multi-Purpose Room  
14085 Mango Drive  
Del Mar, CA 92014**

**February 7, 2007  
5:00 p.m.**

DMUSD Members Present: Annette Easton, President of the Board  
Janet Lamborghini, Clerk of the Board  
Linda Crawford, Steven McDowell, Katherine White

DMUSD Members Absent: None.

DMSEF Members Present: Karen Gilbert, Co-President, At Large  
Debra McGinty-Poteet, Co-President, At Large  
Bob Gans, Vice President  
Lawrence Taylor, Treasurer  
Marilee Pacelli, Secretary  
Chris Breault  
Jay Lichter  
Beth Joyce  
Marie LeRose  
Viviana Lozano  
Amelia Morris  
Mike O’Rosky  
Debbie Negulescu  
Jana Stoudemire  
Reba Tuetken  
John Logan  
Robyn London  
Candace Leeds-Sears, Realtor Campaign Advisor – Ex Officio  
Maria Olson, Executive Director – Ex Officio

DMUSD Staff: Thomas F. Bishop, Superintendent  
Sherry Forte, Exec. Asst. to the Superintendent  
Tom Hauseur, Director of Technology  
Grace Hauseur, Teacher on Special Assignment  
Wendy Wardlow, Principal, Del Mar Heights School

Others In Attendance: Janette Shelton, Sue Husband, Alison King, Jana Stoudemire, Robyn London, Jennifer McDowell, Vickie Barks, Kit Wells, John Wells, Bill Eiffert, Dean Gilbert, Mary Taylor, Liz Shopes

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**BUSINESS TRANSACTED WAS LIMITED TO THE FOLLOWING:**

**1.0** Board President, Annette Easton, called the meeting to order at 7:03 p.m.

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**2.0** *Approval of the Agenda* On motion by Member *Lamborghini* seconded by Member *McDowell* the Board voted unanimously to approve the Agenda.

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***BOARD PRESIDENT EASTON CALLED FOR SPEAKER SLIPS.***

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**3.0** *Communication From the Public*

**Public Input:**

- None.

**4.0** *Opening Comments from DMUSD Board President:*

Board President *Easton* commented she had met with Bob Gans and Jana Stoudemire to begin to learn what issues were facing both the DMUSD and DMSEF boards. She stated they felt it would be advantageous for the boards to have a joint meeting so both boards could understand the big picture of the issues that are facing the DMUSD and DMSEF. She stated she is thankful that all DMSEF and DMUSD board members are present and looks forward to a common understanding of what the issues are in order to move forward and benefit children.

**5.0** *Opening Comments from DMSEF Co-President Karen Gilbert and Debra McGinty-Poteet:*

*Debra McGinty-Poteet* opened by thanking the DMUSD board for meeting with DMSEF this evening and the community for taking the time to attend tonight's meeting. She thanked all the volunteers who have served on past and present DMSEF boards and the DMSEF ambassadors from each of the seven schools. The DMSEF board over the years has been made up of past and current PTA Presidents, corporate professionals, self-employed professionals, accountants, professional fundraisers, real estate agents and attorneys. She stated that the initial charter was in response to the district's 1999 strategic plan, which included the parents' desire to have credentialed teachers for music, art, technology and science. It was also the charter, which was to ultimately completely fund the cost of the ESC teachers for each school site. They decided that, given these parameters, a professional approach would be needed to meet the goals. She noted the following challenges encountered:

- What are the fundraising responsibilities of the PTAs and Foundation re ESC programs?
- Directors and PTA Presidents have a high attrition rate, serving 1-2 years, creating a continuing communication challenge.

- Criticism and misinformation about the DMSEF purpose and practices in the press and informal parent networks, during the resent political season, created doubt in the DMSEF charter and its stewardship.

*Karen Gilbert* continued the DMSEF opening comment by stating that all indications in September had the foundation exceeding their 2006/2007 fundraising goal. At this point, she feels the foundation will meet the district goal but not the foundation's stretch goal. She said the foundation has a dream to create an endowment that ensures funding for the future. She stated that the Carmel Valley has a tradition of generosity. The DMSEF believes they can connect with those in the community that believe in the excellence of public education and that the DMSEF is the vehicle to accomplish that goal. She closed by stating that six years ago they were told the district needed outside funding for the ESC programs. The foundation was organized to raise those funds, and the district allocated the resources. The DMSEF is to ensure the funds exist to maintain the programs. She said the DMSEF board hopes that the DMUSD board will decide before the end of the month if the DMSEF is to continue to be the vehicle for raising the funds and, if so, the DMSEF needs to have a full endorsement by the school board as the fundraising vehicle for the programs the board deems necessary. She said the DMSEF is pleased to have the opportunity to meet to discuss the outstanding issues.

#### **6.0 *Brief History of Formation and Purpose of DMSEF Including the Need for Fundraising in a California Public School***

*Marilee Pacelli* presented a brief history of the DMSEF:

- Foundation grew out of the original 1999 strategic plan
- Many ideas were discussed at strategic planning
- Action teams were formed and directed to report back to the large strategic planning group
- One team was "funding team"
- The funding team identified the following 3 items: 1) District staff did not have time to seek outside resources on an on-going basis; 2) Upgraded and improved programs could be offered; 3) Improved staff morale through the implementation of new programs and 4) Would generate community involvement and support?
- The plan was presented back to the strategic planning group in April 1999 and adopted by the Board of Trustees in June 1999.
- Team investigated different funding ideas
- Team met with the director of CA Consortium for Education Foundation to get insight on the operations of a school district foundation
- Met with the PTAs to develop guidelines for fundraising
- Developed a mission statement for the foundation
- Discussion of one district wide foundation or individual school foundations.
- The decision was to have one district-wide foundation
- Consideration of the hiring a paid professional fundraiser and decided the foundation could only commit to a part time director
- School board has always had an ex officio member on the DMSEF board
- Formula was established for setting a goal for each school
- Worked closely with superintendent to establish method of fundraising
- Goal was based on the number of students at the school

- DMSEF raised over \$1 million in its fifth year

*Maria Olson*, DMSEF director spoke with regard to per pupil spending across the country and that California (\$7,500/pupil) ranks low in per pupil funding at compared to New York (\$13,000/pupil) and Ohio (\$9,500/pupil). She feels our parents want the “East Coast” programs for the California children. She reported there are nearly 500 foundations throughout the state and some as old as 25 years are funding:

- Teachers
- District wide Spanish
- Class size reduction in upper grades
- Physical education

Maria Olson stated that during the last seven years they have learned:

- to refine retention techniques
- fund raising growth continues to outpace growth in the district (funds have doubled over the years)
- there is a pool of generous donors in the district
- they have the potential to build an endowment
- they can run a profitable golf tournament
- to generate successful employer match programs (on target this year to raise \$75,000 which goes directly to the schools.
- to generate one-time corporate gifts and recurring gifts to foundation
- to include the PTA leadership in the planning process
- to coordinate district-wide fundraising events
- to have new, better functioning website
- to provide additional funding resource for principals above ESC teachers.

She feels that with an endorsement from the DMUSD board the DMSEF will meet its goal.

**Board Discussion:**

- DMUSD Board members asked clarifying questions which were answered by DMSEF board members.

**Public Input:**

Sue Husband, original treasurer of DMSEF served on the DMSEF finance committee, which was being asked to make recommendations on how to fund the programs. The committee started by looking at the PTAs but found that PTAs are legally chartered as service organizations not fundraising organizations. Combined with tax law and PTA policies it would be difficult for each campus to consistently raise money to fund the programs. Secondly they looked at the district. By donating to the district it would be tax deductible. If the money goes into the district the district must use funds equally for all students. Those on the committee felt fundraising would be more successful if parents could designate their money to their child’s school. The committee recommended that the district encourage PTAs to continue what they have always done but establish a foundation as the vehicle to fundraise for the bigger projects.

Board President *Easton* asked clarifying questions regarding the model of raising money in arrears, which was clarified by DMSEF board member Marilee Pacelli and Supt. Bishop.

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## **7.0 Conversation Regarding Current Issues Facing the DMSEF/DMUSD**

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### ▪ **Strategic Plan of DMSEF**

Board President *Easton* asked for a brief recap of where the DMSEF is with their strategic plan.

Bob Gans shared the results of the foundation's parent survey from the beginning of the 2006/2007 school of which over 2000 were returned. He presented and reviewed the summary of the results (see attached). He stated that when looking at the strategic plan they have always looked to see what's the support for the foundation.

Karen Gilbert stated the DMSEF held a retreat in hopes of making a three-year plan but with negativity surrounding the DMSEF early in the school year the DMSEF became "derailed".

Debra McGinty-Poteet spoke to the importance of working with PTAs and principals. They had hoped 2006 would be the year they would create a multi-year plan. She feels they have the input to put a plan together.

Lawrence Taylor explained the DMSEF consulted with outside companies regarding best practices and procedures. The DMSEF was told that having a strategic plan is critical but that until the DMSEF have the full backing of the entity being served (the district) it would be impossible to set a strategic plan. The board making a decision as soon as possible would allow the DMSEF to move forward.

Marilee Pacelli explained that in the first year or two the DMSEF did some strategic planning with the help of Lyn Perino and Phylis Quan.

### **Public Input:**

- Janette Shelton, 4871 Brookburn Dr., San Diego; she has a 4<sup>th</sup> & 6<sup>th</sup> grader at Ashley Falls. She tabulated the surveys and reminded the Foundation board that the numbers for 06/07 mirrored 05/06. She spoke with regard to the surveys and why people may or may not participate and the various events that donors give to, i.e. the gala, golf tournament.

Maria *Olson*, DMSEF director, clarified that the participation rates are based on the fall appeal and do not include donations for the gala, etc. She stated the average gift is \$200-\$500.

### **Board Discussion:**

- Board Members asked clarifying questions regarding participation rates within the district compared to foundations throughout the state, which questions were answered by DMSEF board members.

▪ ***Site-based vs. District-wide fundraising***

Board President *Easton* asked for discussion with regard to site based vs. district wide fundraising.

John Logan shared information on the Foundation of the Palo Alto School District, which he feels has a good program. Their foundation is the only source for fundraising for the ESC program. PTAs are not allowed to raise funds for salaries, only things. Their district does NO fundraising. Their goals are district wide and the funds are split equally based on per capita per school. Ten percent of the funds raised are in a reserve account to cover unexpected items.

If they go over goal the money is divided equally. If they don't meet the goal, schools decide how they will meet their needs. Mr. Logan feels a district wide goal will encourage parents to give to their ability and all students will benefit. He feels we should look at some models in other districts.

**Board Discussion:**

Board President *Easton* asked about Ed Code that states the funds must be distributed equally.

- Member *White* stated she spoke with an attorney in an effort to gather information for the meeting of the DMSEF and DMUSD boards. Some information shared was: our public education is free; parents cannot be asked to pay for it; there is a law stating that the education must be fair and equitable; a school that does not meet its goals should not be denied; the district and DMSEF cannot look alike; district and DMSEF should not co-mingle funds.
- Board President *Easton* asked Supt. Bishop to follow up with an attorney regarding Member *White*'s comment.
- Board President *Easton* and DMSEF board members shared thoughts on a district-wide vs. site-based goal.
- Member *McDowell* shared what he feels are two good points regarding the Palo Alto foundation: 1) donations are allocated to the school principals based on per student basis as well as to the teachers in the form of a grant; 2) every dollar given is matched by additional 20% by community and corporate donors.
- Member *White* asked if we as a public school must provide a similar education at each school, is it okay for a parent at an older school to donate money to provide newer instructional equipment, etc.?
- Board President *Easton* asked Supt. Bishop to ask the question of how different can we allow a site to get before its no longer similar. Supt. Bishop feels there is great flexibility in the state and he will gather more information for the board.

- **Multiple fundraising vehicles**

Board Member *Easton* asked for discussion relative to concerns related to multiple fundraising vehicles and how it impacts how the DMSEF operates.

**Board Discussion:**

- DMSEF board member, Jana Stoudemire, stated that at her school, Del Mar Hills, the school the PTA and DMSEF work hand-in-hand to meet their goals. If the foundation were to be the vehicle for fundraising it would be beneficial to have clarity. She feels there is a benefit to having a foundation serving the district through site-specific goals, it offers accountability and, checks and balances.
- Debra McGinty-Poteet spoke about the relationship the DMSEF has experienced with the PTAs. She found that typically the PTA wanted to do “their thing” but would help the DMSEF, if needed. She asked the board to give validation and direction to the DMSEF board.
- DMSEF board members spoke regarding:
  - the DMSEF and PTAs having a clear picture of what funds are being raised for
  - an ongoing concern of parents being “nickel and dimed” to death
  - a district-wide effort; write one-check
  - the numerous opportunities for fundraising in the district
  - the parents wanting to know where the DMSEF and PTA funds are being spent
- Member *White* spoke with a higher-level State PTA officer regarding what PTAs can and cannot do. She stated a PTA:
  - may hire teachers—employ them; the PTA is not for or against hiring
  - has no issue with amount of money raised
  - PTA goal is not to be a fundraising organization
  - Goal is to be focused on programs not fundraising, although they raise funds for programs.
  - PTA would have issue if all they did was raise funds
  - PTA discourages raising funds and giving them to another organization to be passed to another source. PTA should give their funds directly to the district.
- Member *Crawford* asked Supt. Bishop to comment on PTAs hiring teachers. He expressed many different areas of employment that would need to be addressed and is not sure how a PTA would address them. Supt. Bishop offered to research if any PTA in California is currently hiring a staff

member.

- Member *White* clarified that she in no way is suggesting that a PTA should hire staff. She stated that she mentions this because of comments and concerns regarding if a PTA can raise funds for a person or is it limited to raising money for things. She said the answer to the question of whether or not a PTA can raise funds for a position is yes.
- Board President *Easton* asked Supt. Bishop to find out if the district could have a policy that would not allow a teacher to work for DMUSD if hired by the PTA.

- ***Role of PTA compared to role of DMSEF***

No additional comments.

- ***Role of DMUSD with respect to DMSEF***

Board President *Easton* asked about some of the other concerns--historically areas in which DMSEF has needed directions.

Maria Olson, DMSEF director, encouraged the DMUSD to look at the Hillsboro School District. The district created windows of when the different entities could raise money. It was very clear to parents and foundation of what the funds were going toward.

Debra McGinty-Poteet stated that if the district needs funds, the DMUSD board needs to publicly endorse the DMSEF as the vehicle for raising those funds.

Bob Gans stated that the sole purpose of the DMSEF is to raise the funds for ESC programs. He feels the DMSEF exists to raise funds for the DMUSD and if the district doesn't need the DMSEF they have no reason to exist.

**Board Discussion:**

- Board Members of DMUSD and DMSEF discussed how involved should the DMUSD be in the operation of the DMSEF and at what point do they get involved in issues raised by parents and community.

Debra McGinty-Poteet expressed that the DMUSD ex officio member is always invited to ask questions and present issues at the DMSEF board meeting. She said they are welcomed to take part in all of the discussions and the DMSEF welcomes their comments and suggestions.

**Public Input:**

- Kit Wells, 12976 Caminito de las Olas, Del Mar, she has two children at Del Mar Heights. She stated she thinks its important to mention there are previous donors who are not donating because they do not feel the DMSEF is the proper vehicle. She shares the same goal as the DMSEF, and although she felt past DMSEF board meetings were

unwelcoming, she feels that has now changed. She thanked everyone for his or her service to the DMSEF.

- Corinne Hackbart, 2195 7<sup>th</sup> Street, Del Mar. She has two children at Del Mar Heights. She agrees that everyone in district wants the ESC program and possibly it needs to be revamped. She recommended the district cover the obligation of prep time and that school sites have the ability to make site-specific decisions.
- Mary Taylor, 3959 Corte Mar de Brisa, San Diego; she has a child at Torrey Hills School and is the current PTA president at Torrey Hills. One of the first priorities of the Torrey Hills PTA was to give parents clarity of the purpose of fundraisers at Torrey Hills. She feels strongly that PTA should not raise funds for teachers. She stated the PTA's responsibility is to support school programs and be an advocate.
- Jennifer McDowell, 1605 Forest Way, Del Mar; she has two children at Del Mar Heights and one at Earl Warren Middle School. She feels parents will to give money where they want to not where they are told. She supports the DMSEF holding fundraising events for each site. Site principals can make the decision of how they want their funds used. She feels there should be a single annual fundraising event to cover overhead.
- Bill Eiffert, 4273 Corte Langostino, San Diego; he has a 6<sup>th</sup> grade child at Torrey Hills. He stated that he hopes both boards will consider these questions: 1) Regarding the survey, is there any question regarding parents with one child donating differently than parents with more than one child; 2) Does the survey make any differentiation of students living in apartments vs. single family homes, both in economic and transient levels. He suggested it might be easier for parents to pay monthly and asked if any thought had been given to a parcel tax?

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**8.0 Consideration of Scheduling Special DMUSD Board Meeting for 07/08 Enrichment Staffing—Should Sites be Allowed to Purchase Enrichment Staffing Above the DMUSD Equity Allocation?**

**Board Discussion:**

- Member *Crawford* expressed appreciation to the DMSEF for everything they do and expressed what a tremendous asset the DMSEF has been for the district. She complimented all for being on the DMSEF board and appreciates that they are all present. She feels the DMUSD board needs to make a decision in an expeditious manner. She thanked the DMSEF board for meeting and looks forward to future joint meetings. She feels it would be beneficial to have a future joint meeting to continue the dialog.

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- Member *Crawford* feels the dialog needs to continue and that the February board meeting is full. She suggested another meeting on February 22, 2007.

On motion by Member *White*, seconded by Member *Lamborghini*, the board voted unanimously to start the February 28, 2007 Closed Session meeting at 2:00 p.m. and the Regular Board meeting at 5:00 p.m.

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**9.0 ADJOURNMENT**

On motion by Member *Crawford* seconded by Member *White* and carried unanimously, the Special Board Meeting of February 7, 2007 was adjourned at 10:09 p.m.

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Janet Lamborghini, Clerk of the Board of Trustees

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Thomas F. Bishop, Superintendent