

LAS VIRGENES UNIFIED SCHOOL DISTRICT
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BOARD OF EDUCATION

ANGELA CUTBILL

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KATE VADEHRA, M.D.

DANIEL STEPENOSKY, Ed.D.
SUPERINTENDENT

THE FOUNDATION COMMITTEE MEETING

October 28, 2021

Present: Dallas Lawrence, Board Representative
Linda Menges, Board Representative
Daniel Stepenosky, Ed.D., Superintendent
Karen Kimmel, Assistant Superintendent of Business
Jim Klein - Chief Technology Officer
Jeannie Abraham, The Foundation President
Mark Madnick, The Foundation Vice President
Allison Geld, The Foundation Administrator
Steve Litwin, The Foundation Treasurer

Absent: None

The virtual meeting was called to order at 3:00 pm.

Mark Madnick announced that The Foundation has revised their board positions and he will now be serving as President and Jeannie Abraham will serve as Vice President. He added that people can feel free to reach out to either one of them as they approach their positions very collaboratively. He introduced Mr. Steve Litwin, the new Treasurer for The Foundation

Mr. Litwin, CPA and LVUSD parent, shared some information regarding his background with the committee. He added that he was thrilled with the opportunity to join The Foundation as he was looking for an opportunity to become more involved and give back to the community. He concluded that he is very happy to be a part of The Foundation and to have the ability to help and support Las Virgenes schools.

Mr. Madnick provided an update of recent fundraising events hosted by The Foundation. He stated that the Annual Appeal was held during the summer with a Back to School Ask - both of which were consistent with the events that were held last year. He shared that people were very responsive with contributions for the Back to School Ask estimated at \$58,422. He added that many of the donations received were at the higher levels, showing that the community is very supportive. Mr. Madnick explained that The Foundation is working towards finding ways to support the District going forward when funds from past bonds expire. He shared that the

Comedy Night event at The Sixx sold out and netted approximately \$1000. In addition, he reported that The Carnival, held last weekend, was a successful event enjoyed by many LVUSD families. He commented that he had the pleasure to see Steve Scifres, Linda Menges, and Dallas Lawrence in attendance. Ms. Abraham and Mr. Madnick also thanked Karen Kimmel for her donation.

Mr. Madnick summarized that the total revenue from The Carnival was \$58,364, with the total from their portion of ticket sales at \$46,000 - more than they received in the previous carnivals. He reported that the total numbers for the weekend ticket sales were \$150,000. Two years ago, the total including sponsorships was \$38,000. Ms. Abraham acknowledged some of The Carnival sponsors - BMW, Do It Center, Montessori School of Calabasas, and Vitoli Builders. Mr. Madnick commented that overall expenses did increase this year and discussed associated costs, staffing, and requirements. He shared that they worked with Agoura Wine & Beer to offer a Beer Garden which ended up costing approximately \$3,300 in rentals and other costs. They have not received overall estimates yet regarding the Beer Garden, but will work to improve location and messaging for next year.

Dallas Lawrence shared that many people may not have known about the Beer Garden and suggested more advanced messaging so that attendees know about the feature. Mr. Madnick explained that they were held up promoting the Beer Garden as the agency responsible for approval did not provide the official approval until approximately two days before the event; therefore, they did not want to promote the event until they were positive it would be allowed. This caused the delay in communication; however, once they received official approval, they shared information as much as possible via email and printed signage. Linda Menges stated that attendees will share how quiet and relaxing the Beer Garden was, so those that did not attend will make more of an effort to do so next year.

Mr. Madnick reported that the carnival company was extremely impressed with the attendance at The Carnival, therefore they informed The Foundation that when they prepare the schedule for 2022 carnival dates, they will offer The Foundation one of the first choices. He added that he would like to maintain a late September/early October date as the weather is much milder, rather than immediately after Labor Day - which tends to be very hot. Summarizing the daily numbers, Saturday was close to \$60,000, and Sunday was close to \$50,000 - which was primarily daytime attendance. They concluded that everyone seemed to be having a great time, feedback has been extremely positive, and there were no incidents to report - overall a great event.

Mr. Madnick announced two more events that The Foundation is planning. In December, a virtual Holiday Magic Show with a magician they have worked with in the past who has mastered the virtual magic show making it interactive, family friendly, and great fun. The second event, a Whiskey Tasting, will be held in January. The brand has an amazing, cultural story regarding their beginning along with a fascinating presentation including a unique home tasting set. Ms. Abraham added that they will also host their Fall Photos with a slight increase to prices. Mr. Madnick noted that the photo event sold out within 30 minutes, so they will coordinate additional dates to help satisfy the huge demand.

Mr. Madnick summarized that they are starting the year off in very good shape with about \$120,000 raised to date from fundraising efforts. He shared that The Foundation is seeking

volunteers who would be interested in joining the Board. He expressed that the Board is currently composed of dedicated parents, but they would like to add additional volunteers to expand their capabilities. The committee discussed The Foundation representation across all Las Virgenes schools. Dr. Stepenosky and Ms. Kimmel suggested that they prepare a flyer or video which can be shared on the District website to share information and attract volunteers. Karen Kimmel asked how many schools are represented on their Board. Mr. Madnick and Ms. Abraham summarized that they are hoping to create long-term capabilities to support the District and elevate The Foundation to a higher level.

The meeting adjourned at 3:50 pm