

LAS VIRGENES UNIFIED SCHOOL DISTRICT
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BOARD OF EDUCATION

ANGELA CUTBILL

DALLAS LAWRENCE

LINDA MENGES

LESLI STEIN

KATE VADEHRA, M.D.

DANIEL STEPENOSKY, Ed.D.
SUPERINTENDENT

THE FOUNDATION COMMITTEE MEETING

May 17, 2022

Present: Kate Vadehra, M.D., Board Representative
Dallas Lawrence, Board Representative
Daniel Stepenosky, Ed.D., Superintendent
Karen Kimmel, Assistant Superintendent of Business
Mark Madnick, The Foundation President
Monica Parmar, The Foundation Vice President
Steve Litwin, The Foundation Treasurer

Absent: None

The virtual meeting was called to order at 2:00 pm.

Mark Madnick provided a brief update regarding plans for the upcoming *Rock the District* fundraising event to be held on June 4, 2022. He shared that many local businesses are showing their support for Las Virgenes schools and have contributed many exciting items that will be available for the auction. He stated that some of the items received to date are travel packages, landscape design, gift baskets, gift cards, and other various items from businesses throughout Agoura and Calabasas. Signed guitars from major performers have also been received and will complement the Rock and Roll theme. In addition, a local artist will participate in the event and donate a special piece of art. A popular band will also perform rock and roll hits consistent with the theme.

Mr. Madnick added that they are working on communications and promoting ticket sales. They have been sharing info via social media channels. People have been visiting their website to view details regarding the event, but typically wait to purchase tickets until closer to the date of the event. They anticipate many people will be purchasing tickets in the next 7-10 days. Their goal is to sell 500 tickets to the event, so they will continue to work on communications. He thanked Dr. Stepenosky for his assistance in sharing information regarding the event as there is always an increase in ticket sales when he does. Lawn signs were received today and will be distributed to the school sites. The City of Calabasas has also put up banners in various locations around the city and will be opening up their parking lot at City Hall to provide free shuttles to

provide additional parking options for attendees. In addition, the City will be providing their dial-a-ride vans for additional transportation.

Monica Parmar shared that The Agency has been very generous and continues to support Las Virgens in any way they can. She highlighted the California Fresh menu options that will be served during the event and reported that they are currently working on promotions and ticket sales.

Linda Menges inquired as to the maximum capacity for the venue. Mr. Madnick responded that the venue has a maximum capacity of 800-1,000, and the entire space has been reserved for the evening. He added that Sagebrush has been very generous and offered usage of the venue throughout the day as well to allow them additional time to prepare on site for the evening. He added that the owners have been wonderful to work with and are very eager to give back to the community and support the schools. The committee discussed in further detail music for the evening, the schedule of activities, and parking/transportation options. Agoura High School Jazz and Calabasas High School Unstrumental will perform during the event.

The community feedback received thus far shows that people are very excited for the event as there have not been many in-person events throughout the pandemic. Parents have shared that they care about the entire school district. Mr. Madnick shared that they are looking forward to hosting a celebratory event, a great evening with great June weather to celebrate all the great things in the District. He added that their goal is to support all the schools and everyone's child/ren. Andrew Wohlwned summarized parking logistics and provided additional details regarding music, various games, and donations.

Mr. Madnick commented on the awards and plaques The Foundation is sponsoring for the District's *Tribute to Educators* event. He thanked the District for inviting them to participate in such a special event and added that they will keep their comments brief as they want the focus to remain on the award recipients and retirees. Mr. Madnick summarized that The Foundation will continue to work hard to raise as many funds as possible throughout the year to support the District and its students.

The meeting adjourned at 3:00 pm