

LAS VIRGENES UNIFIED SCHOOL DISTRICT
4111 LAS VIRGENES ROAD
CALABASAS, CALIFORNIA 91302
Telephone: (818) 880-4000
Fax: (818) 870-4200
www.lvusd.org



BOARD OF EDUCATION

ANGELA CUTBILL

DALLAS LAWRENCE

LINDA MENGES

LESLI STEIN

KATE VADEHRA, M.D.

DANIEL STEPENOSKY, Ed.D.
SUPERINTENDENT

THE FOUNDATION COMMITTEE MEETING

August 31, 2022

Present: Linda Menges, Board Representative
Dallas Lawrence, Board Representative
Daniel Stepenosky, Ed.D., Superintendent
Steve Scifres, Assistant Superintendent of Human Resources
Mark Madnick, The Foundation President
Monica Parmar, The Foundation Vice President
Darci Miller, LVEA President

Absent: None

The meeting was called to order at 3:05 pm.

The Foundation President Mark Madnick announced that they have kicked off their 2022/23 Annual Appeal in early August. Although there was a slow start to the appeal, they have received some large donations which have brought their fundraising total to \$39,575. He announced that The Foundation contributed \$100,000 to the District and added that the majority of feedback they have received expressed an interest in directing funding towards class size reduction. Ms. Parmar commented on class size reduction and the need to provide information to parents clarifying the parameters regarding staffing. Discussion followed regarding student to staff ratios. Dr. Scifres provided additional details regarding staffing costs and class size reduction. He reported that during the course of the past two years, the District has added VAPA teachers, full time elementary counseling, and an additional 20 staff members to support students.

Mr. Madnick summarized that the goal of The Foundation is to ensure their contributions reach all students throughout the District. He asked for feedback from the District regarding current needs to direct their efforts and contributions as they work towards this goal. The committee agreed that Foundation was established to provide for an exceptional education above and beyond the core subjects. Board Member Dallas Lawrence asked if representatives from The Foundation still attend Back to School Nights. Mr. Madnick and Ms. Parmar explained that they are not attending Back to School Nights as they would need additional volunteers in order to visit every school site.

Mr. Madnick discussed the upcoming *Carnival* scheduled for September 2-5, at the Whizins Shopping Center. He stated that incentives were available for various levels of contributions in the Annual Appeal; for example, families had the ability to receive a free wristband for the *Carnival* at certain levels. He commented on the booths and activities that will be present during the carnival, and reported that they have currently sold 149 wristbands and 23 tickets. There are only a few sponsorships remaining as they have been purchased at a very rapid pace. Mr. Madnick noted that in 2021, they netted approximately \$60,000 from The Carnival, and if the weather cooperates this year, they are hoping to surpass that since the carnival will run for an additional day. He reported that the carnival company provides the rides, tents, booths, and some of the food which is available during the event, but The Foundation will have additional food offerings as well. For example, there will be many food trucks, a beer garden, and ice cream. He added that the carnival company has been wonderful to work with and shared that they have developed a great relationship with the management of the company. Mr. Lawrence suggested that they include the food and beverage options in their communications so that parents are aware of the options.

Mr. Madnick commented on other fundraising efforts and reported that Ms. Parmar is working on scheduling the Fall Photo fundraiser tentatively scheduled for weekends in October and November. Professional photographer Dana Rubin will be offering a basic package at \$45 per family, the same fee as in the past, and additional packages will also be available. The committee discussed procedures and turnaround times for the sessions and recapped the two photographers who participated during the 2021 event. Ms. Parmar added that photographer Dana Rubin is a supportive friend of the District and is typically fully booked as she is not only a professional photographer in high demand, but has such beautiful work.

Mr. Lawrence asked for a recap of The Event as he was away on travel and not available to attend. Ms. Parmar summarized that the feedback received from The Event has been very positive and people enjoyed the new more casual atmosphere. The City of Calabasas also shared their delight that The Foundation held this great event which brought the community together after such a long period of virtual events. Mr. Madnick estimated that they netted approximately \$65,000 from the evening. The previous event two years ago cost approximately \$125,000 to produce, with a net of \$65,000. The cost to present this year's event was under \$10,000 - actual production costs. Mr. Madnick explained that the largest impact against the event was that attendance was much lower. They sold approximately 250 tickets, had they sold 100 more, they could have increased the profit to \$100,000, as they needed to meet a minimum. Mr. Madnick also commented on issues with the AT&T cell service preventing people from bidding in the auction if they were located in the auction area. They will address this issue if they decide to hold the event at the same location again in 2023. Dr. Stepenosky provided suggestions to improve attendance while adding additional enjoyable elements to the evening.

Ms. Parmar expressed her appreciation to the Sagebrush management and staff for their thorough preparation and assistance throughout the planning, set-up, and presentation of the event. Further discussion continued regarding the overall attendance and communications, along with possible changes and/or improvements for the 2023 event. Dr. Stepenosky suggested possible music performance highlighting LVUSD students in addition to professional bands/musicians.

The committee discussed current and past locations of the event and the desire to hold the event at a central location to make it more accessible to all families throughout the District. They reported that they have reached out to various large venues throughout the area and have found that options for a large venue which allows them the flexibility they need are very sparse.

Mr. Madnick commended Ms. Parmar for her amazing work producing the event and transformation of the venue, including the floral arrangements and decorations, all of which fit in perfectly with the event. Ms. Parmar shared that the majority of vendors they worked with, and the venue itself, were all wonderful and incredibly supportive of the District. She added that many people are still reaching out to share positive feedback from the evening. Mr. Madnick commented on the wonderful community feel of the evening and shared possible ideas to add to that sense of community. The committee asked Ms. Darci Miller for feedback regarding the preference of teachers in attending the event. The committee discussed auction items and the high demand for reserved parking at the school sites.

Ms. Menges suggested that The Foundation reach out to the PFA/Cs to invite a liaison to attend their meetings. Mr. Madnick suggested that the presidents be informed of the open invitation during their upcoming SDC meeting. He stated that Alison Geld shares the agenda for their monthly meetings with the presidents to keep them up to date of their work and plans, in addition to reminding them that they are welcome to attend any of their meetings.

Ms. Parmar reported that she has met with the Caruso Foundation and anticipates developing a stronger partnership with them going forward. Mr. Lawrence asked if the Rams have participated in fundraising activities. Dr. Stepenosky shared some of the ways in which the Rams have supported our schools. The committee continued to discuss future opportunities that might be of interest to the Rams to partner with the schools.

Mr. Madnick 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.

The committee thanked Mr. Madnick and Ms. Parmar for their hard work and dedication in support of the District and its students. Mr. Madnick thanked the District for their support and feedback which he stated helps as they plan for the future.

The meeting adjourned at 4:00 pm