

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

January 19, 2023

Present: Linda Menges, Board Representative
Daniel Stepenosky, Ed.D., Superintendent
Ryan Gleason, Assistant Superintendent of Business Services
Steve Scifres, Assistant Superintendent of Human Resources
Mark Madnick, The Foundation President
Monica Parmar, The Foundation Vice President

Absent: Dallas Lawrence, Board Representative

The meeting was called to order at 2:10 p.m.

President Mark Madnick reported that The Foundation Treasurer Steve Litwin recently resigned as his work schedule prevented him from continuing in the position. He said they are actively seeking a replacement, and asked the District to please forward any interested candidates to their attention. He shared that the Battle of the Bands event will be held on February 5 at the Canyon Club in Agoura Hills. They currently have two bands who will be featured, the Hacienda Garage Band and the Dads of Distortion. He added that both bands are excellent and include LVUSD parents as band members. They will also be including talented LVUSD students and student bands, along with celebrity musicians. He added that they have sold sponsorships to the event and are currently working to increase ticket sales. Their goal is to sell a minimum of 150 tickets to cover all costs. He expressed that this exciting, new event will be held in the afternoon, from 2:00 - 6:00 pm, offer food for purchase, and will be open to families with their children. He added that their goal is to make this a very fun event that the entire family can enjoy.

Mr. Madnick stated that The Foundation board will hold their monthly meeting on Friday, January 20, in the morning. He shared that they will be discussing two additional events for the remainder of the school year, and will not be hosting a basketball tournament as there was not enough interest. He added that they will be discussing a possible Poker Tournament, but will have further details after their board meeting. The Foundation will also be presenting the Event again this year, possibly at the Sagebrush Cantina again. Monica Parmar commented on Sagebrush scheduling and terms for usage, along with other possible venues. Mr. Madnick spoke about communications and partnerships with the Canyon Club, along with the increased

Sagebrush prices. He stated that ideally, they would need to sell 400 tickets in order to make the Sagebrush location feasible. Dr. Stepenosky suggested options to increase attendance and include teachers, staff, along with parents.

Ms. Parmar commented on messaging to parents regarding the event which benefits all district schools. Dr. Stepenosky suggested communication channels that would help direct their messaging to the appropriate groups. He added that feedback from the 2022 event was extremely positive with many parents sharing great photos on social media. Discussion followed regarding sponsorship opportunities and ticket sales. Ms. Parmar stated that many new businesses have opened up post-pandemic and have expressed their interest in supporting the District. She added that she has several other new businesses that she will also be reaching out to. Dr. Gleason commented on new developments in the Las Virgenes region and potential new partnerships/sponsorships.

Discussion followed regarding additional elements of the Battle of the Bands event, in addition to a potential band composed of Las Virgenes administrators, teachers and possibly students to open the event. They will present the suggestion to their Board during their upcoming meeting. Tickets for the event have been established at \$35 per adult and \$15 per child, therefore \$100 for a family of four. Mr. Madnick asked for the District's support in sharing the flyer for the event.

Mr. Madnick reported that they sponsored an art and crafts table during the winter event hosted by the Caruso organization at the Calabasas Commons. They added that they will host their Spring Photo event, with a possible addition of a two week extension as the event was so popular in previous years. Ms. Parmar stated that the photographer has offered to take graduation photos for anyone interested. Ms. Menges suggested that alumni may also be interested in benefiting from her offer to have a professional photograph taken. Ms. Parmar added that the quality of her work is exceptional and she is much more flexible in working with families.

The meeting adjourned at 3:00 pm