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SUPERINTENDENT

THE FOUNDATION COMMITTEE MEETING

March 30, 2023

Present: Jill Gaines, Board Representative
Linda Menges, Board Representative
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: Daniel Stepenosky, Ed.D., Superintendent

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

President Mark Madnick reported that the Battle of the Bands, held on Sunday, February 5 at The Canyon in Agoura Hills, brought in just above \$11,000, with costs estimated at \$5000. He stated that they received many same-day ticket sales and added that The Foundation did not receive sponsorships for this event. He shared that feedback received for this first-time event has been extremely positive. They plan to host the event again in the 2023/24 school year and have made note of any areas for improvement. For example, the competition will focus more on student bands as the level of talent from the students was so extraordinary. In addition, they will reduce the overall time of the event from four hours to three hours and will seek sponsorships as well. They would also like to invite The Expendables to return as they were a huge hit with the audience.

Vice President Monica Parmar shared that the Battle of the Bands highlighted the incredible talent of Las Virgenes students which was further evident by the feedback she has received from community members who do not have children in the District. Since the event, many people have expressed interest in the music programs offered in Las Virgenes and the impressive professional nature of the Performing Arts Education Centers. They shared that Calabasas Style Magazine also featured an article reporting on the event. Mr. Madnick commended all the musicians who participated and shared that Nick Hexum, an LVUSD parent from the band 311, also applauded the student performers. He reported that the CHS High School band, Pimi, won the Battle of the Bands with 62% of the vote from the audience. Mr. Madnick stated that attendees were able to vote using the QR code on their table, a total of 450 votes were cast, with

only one vote allowed per person. They announced that Preemie will be playing at The Event - Rock the District scheduled for June 3 at 7:00 pm at the Sagebrush.

The committee discussed future dates for the 2nd Annual Battle of the Bands, tentatively planned for the spring. Ms. Parmar highlighted the benefits of hosting the musical event in the spring rather than in the fall and added that she has also received great feedback from the senior center regarding the incredible talent of the students. The ticket prices were very affordable for families and attracted a wide range of ages to attend the event.

Mr. Madnick reported that The Foundation will once again support the District's Tribute to Educators event scheduled for Monday, April 17 at the Agoura High School Performing Arts Education Center. This special annual event will recognize retirees, distinguished staff members, and employees of the year. The Foundation will supply the awards which will be presented to employees. The committee discussed the schedule for the evening. Ms. Parmar asked for additional information from the District that The Foundation can share on their website to help promote this great event celebrating LVUSD staff.

Mr. Madnick provided an update of plans for The Event: Rock the District. As previously mentioned, the event will be held on Saturday, June 3 at 7:00 pm at Sagebrush. The committee discussed communications and various merchandising options. Dr. Gleason shared details of the merchandise site created for The Expendables. Mr. Madnick reported that he has reached out to all previous sponsors and added that a Save-the-Date and sponsorship package was sent out last week. He expressed his appreciation to Dr. Stepenosky who has also provided information regarding potential sponsors. Discussion followed regarding potential sponsors. Mr. Madnick reported that in 2022, The Event raised approximately \$68,000 in sponsorships, and approximately \$40,000 in the auction. Their goal for the 2023 event is to raise \$100,000 after costs.

Mr. Madnick and Ms. Parmar shared additional information regarding details for the evening. They shared that they will be changing things a bit for the event to keep things fresh and exciting. Sagebrush will be providing appetizers and drinks, but they will be bringing in an excellent outside sushi vendor to set up a delicious, fresh sushi buffet. Sagebrush will charge a venue fee, along with a drink package fee and fee for the appetizers. They will also provide a DJ. Agoura High School Jazz and Calabasas High School's Unstrumental will perform during the evening. Primi will present a repeat performance after their winning show at the Battle of the Bands. After the live performances, the DJ will take over presenting the musical entertainment. They added that the DJ performs at Sagebrush on Saturday nights and is very familiar with what music people want to hear. The focus for the live musical entertainment will be highlighting the incredibly talented LVUSD students.

Mr. Madnick explained that they will not be renting the entire venue this year as they found it really was not needed last year. They will have the very large courtyard area along with the inside bar area - all of which will be reserved for the event. They discussed various financials including the cost of tickets and shared that there will be an option for people to contribute money towards a ticket for their child's teacher. In addition, they will also offer a sponsorship package to underwrite the cost of tickets for LVUSD teachers. Ms. Parmar added that families can sponsor any employee, for example, a beloved secretary, counselor, or custodian. Their goal

was to provide a means to give back to the valued employees who work so hard in support of the students. Mr. Parmar commended Dr. Scifres on his past communications as a school principal and commented on communications regarding the new ticketing options. She discussed the capacity of the venue and their ability to host very large events comfortably. Dr. Scifres commented on some of the enjoyable elements from the 2022 event. Mr. Madnick and Ms. Parmar responded that they will still incorporate elements from the previous event, but will change some aspects in order to improve the experience and keep things fresh and new. They will still offer the wine tasting, auction, and dancing, as those were very popular. The committee discussed various fun and creative games that parents can participate in during the evening. Dr. Gleason shared suggestions from past events he has attended. Discussion followed regarding joint games/competitions, versus individual school-based games/competitions.

Ms. Parmar commented on sponsorships. She shared that she has many contacts in the Calabasas area, but would appreciate information regarding additional contacts in the Agoura, Hidden Hills, and Westlake Village - all areas of the District. Mr. Madnick reported that ticket sales will go live in the next two weeks, they are just finalizing details and website options. Dr. Gleason reported that the banners were presented during the Facilities Committee meeting and were approved to be hung in pre-approved areas. He stated that the District can take care of hanging the banners at each school site in order to ensure the proper placement.

Mr. Madnick summarized that they are currently working on attaining additional sponsorships for The Event as they are aware that many businesses have a deadline in order to contribute. He asked the District to please share contacts for any potential sponsors, along with sources for donation items. Other plans for the future, include The Carnival in the fall, along with a potential basketball tournament. Dr. Gleason provided additional information regarding current business partners of the District. Ms. Gaines asked about timing for the annual Appeal and suggested additional outreach to alumni from the District. She stated that she has not received emails regarding the annual appeal, and would be interested in contributing to the schools, as would other community members who may not be included in the standard email groups. Mr. Madnick reported that they have increased their 'ask' for their annual appeal, and have increased contributions as a result. Ms. Parmar commented on social media communications and shared how helpful it has been when the Board of Education and Cabinet Members share on their social media accounts. They have received great feedback from people in response to these shared photos of the events they are hosting.

The meeting adjourned at 3:00 pm