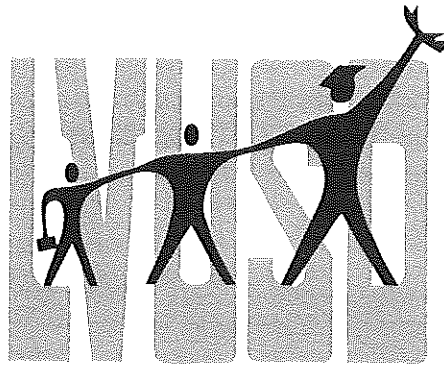


LAS VIRGENES UNIFIED SCHOOL DISTRICT
4111 LAS VIRGENES ROAD
CALABASAS, CALIFORNIA 91302
Telephone: (818) 880-4000
Fax: (818) 880-4200
www.lvusd.org



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LAS VIRGENES UNIFIED SCHOOL DISTRICT
THE FOUNDATION COMMITTEE MEETING
November 5, 2018

Present: Angela Cutbill, Board Representative
Lesli Stein, Board Representative
Dr. Daniel Stepenosky, Superintendent
Karen Kimmel, Assistant Superintendent - Business
Dr. Rose Dunn, Assistant Superintendent - Personnel
Jeannie Abraham, The Foundation - President
Mark Madnick, The Foundation - Vice President
Deanna Glassberg, The Foundation - Advisor
Jayne Polan, The Foundation - Administrator

Absent: Dallas Lawrence, Board Representative
Linda Menges, Board Representative

The meeting was called to order at 10:13 AM at the Las Virgenes Unified School District, 4111 Las Virgenes Road, Calabasas, CA.

The Event Update

Deanna Glassberg said The Event has been scheduled for June 1, 2019, which works better for the fiscal calendar and will take place at the same location as last year. She said she will be chairing The Event and the budget will be voted on by The Foundation Board at the November 9 meeting. She said the same event producers will return as well as event sponsors, Westfield and The Agency. She said the committee is discussing giving the "Foundation Business Philanthropy Award" to a member of the community who has significantly supported the District.

Ms. Stein emphasized the importance of placing tribute ads congratulating honorary chairs of The Event and thanking sponsors.

Ms. Glassberg said the committee continues to explore new ways to raise funds, continue to reach out to new sponsors, and offer opportunities via The Event.

She said the online auction will go live in February, the Live auction will take place at The Event and a new video is currently being developed for the "Ask".

Ms. Kimmel recommended the event committee speak with the District's Director of Maintenance, Operations, and Facilities on ways to continue to reduce waste during The Event.

The committee discussed catering options, scheduling of notifications, and where banners can be posted throughout the district.

Annual Appeal Update

Jeannie Abraham said the Board is working on a new message for the back to school registration appeal.

The committee discussed no-cost options for sending out emails requesting donations. They also discussed emphasizing "Enhancing the Educational Experience" as well as counseling throughout the District. They said The Foundation board wants to educate the community on the programs that could be funded if there was greater donor participation. The committee further discussed sharing information presented at the State of Schools event and having Dr. Stepenosky speak to the audience. Ms. Kimmel stated the need to appeal to our community's varied socioeconomic group and appeal to the specific needs of elementary school, middle school, and high school families. Ms. Cutbill suggested providing stickers to businesses to proudly display their support of The Foundation and LVUSD, which will serve as good advertising.

Community/Business Outreach

Mr. Madnick said The Foundation would like greater representation from residents in Agoura Hills and that working with The Foundation is a wonderful way for parents whose students have graduated to continue to stay involved.

The committee discussed the March 23 Community 360 event with keynote speaker Julie Lythcott-Haims and how The Foundation can partner with the District to provide a VIP meet and greet.

Next Meeting

The next Foundation Committee meeting will take place February 4, 2019 at 10:00 AM.

The meeting adjourned at 11:33 AM