

LAS VIRGENES UNIFIED SCHOOL DISTRICT
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LAS VIRGENES UNIFIED SCHOOL DISTRICT
THE FOUNDATION COMMITTEE MEETING
May 3, 2019

BOARD OF EDUCATION

ANGELA CUTBILL

DALLAS LAWRENCE

LINDA MENGES

LESLI STEIN

MATHY WASSERMAN

DANIEL STEPENOSKY, Ed.D.
SUPERINTENDENT

Present: Linda Menges, Board Representative
Mathy Wasserman, Board Representative
Dr. Daniel Stepenosky, Superintendent
Karen Kimmel, Assistant Superintendent - Business
Jeannie Abraham, The Foundation - President
Mark Madnick, The Foundation - Vice President
Deanna Glassberg, The Foundation - Advisor
Monica Parmar, The Foundation - Board Member
Jayne Polan, The Foundation - Administrator

Absent: Craig Berman, The Foundation - Secretary
Dr. Rose Dunn, Assistant Superintendent - Personnel

The meeting was called to order at 10:09 AM at the Las Virgenes Unified School District, 4111 Las Virgenes Road, Calabasas, CA.

2018/2019 Fundraising Events

Jeannie Abraham said the Bingo Night event is scheduled to take place June 23 at the Calabasas Commons and the Carnival is scheduled to take place in September. She said additional fundraisers will include Family Portrait Days which will take place in the Fall. She said for a \$35 fee a family will receive a 20 minute outdoor sitting and one digital image. She said The Foundation is also considering a Poker Night at Calabasas Country Club.

The Event Update

Deanna Glassberg said the committee offered a flash sale for tickets to The Event however we need to continue strong with ticket sales. She said the committee continues to seek out new sponsors for this and future years and is actively working on a new appeal video that will be presented at The Event. Ms. Glassberg said the first "All-Call" by Jerry O'Connell was sent out to all parents within the District and she has heard that it was very well received. She said lawn signs promoting The Event have been distributed throughout the community and all LVUSD schools will be encouraged to display details of The Event on their school marquis.

She said the committee is working toward another waste free event and exploring vendors who can help with sorting containers. Ms. Kimmel said she would contact Waste Management who is a sponsor for The Event for greater assistance. Ms. Wasserman asked why several past sponsors are not returning this year. Ms. Glassberg said some individual sponsors have moved out of the community among other reasons. Finally, she stated that the committee is working to get additional Live auction items.

Back to School Registration Packets

Jeannie Abraham said The Foundation has reached out to all the PFA/PFCs requesting The Foundation to be on the agenda of their last meeting of the year in order to discuss back to school registration day and having a representative at each of the school registrations.

Ms. Menges suggested finding out which schools will be implementing a Fast Pass process for registration in order to reach those families as well.

Community/Business Outreach

Jeannine Abraham said the committee is actively reaching out to local businesses for The Event sponsorship.

Ms. Wasserman suggested communicating with local realtors to identify LVUSD in their mailers and the committee discussed marketing strategies.

Next Meeting

The next Foundation Committee meeting will take place June 10, 2019 at 2:00 PM

The meeting adjourned at 11:16 AM