



TAHOE TRUCKEE EXCELLENCE IN EDUCATION FOUNDATION BOARD MINUTES

Zoom Call

October 13, 2020

12:00 p.m. – 1:30 p.m.

Present: Elena Deluna, Cindy Flores, Lee Hansen, Karsten Swenson, Shelly Purdy, Lauren Van Loon, Bill Austin, Katja Dahl, Jooly Hopkins, Denise Strecker, Susie Overall, Nathan Kendall, Susie Overall, Lisa Laliotis,

Excused: Kelli Twomey, Jerusha Hall, Erin Flynn, Lauren Chorey, Sara Coustette-Turner

Also Present: Laura Brown, Executive Director EEF; Beth Pascalli Hirsh, Coordinator; Carmen Ghysels Superintendent and Chief Learning Officer

President, Elena Deluna, called the meeting to order at 12:01 p.m.

TTUSD Executive Update: Carmen Ghysels, TTUSD Superintendent

- TTUSD Hybrid model will start 10/28/2020, cohorts will start on 10/29/20.
- The secured COVID testing site will be at the Rideout location. This site will be used for symptomatic employees and under the umbrella of Placer County public health. This testing site is set to open on 10/19/20. TFHD will not test anyone asymptomatic. TFHD is setting up a pediatric station that will also be located at Rideout.
- TTUSD has set up a testing dashboard that will be available on the district's website. School nurses have been trained for contact tracing.
- TTUSD now has an MOU with CSEA with TTEA. TTUSD will be providing childcare for TTUSD teachers/staff in partnership with the Boys and Girls Club of North Lake Tahoe.
- School preparations include Installed shields by 10/12/20, in-house washing sinks delivered tomorrow.
- Campus monitors will be on sites for safety purposes. The focus is to support schools for the transition into a hybrid model.
- 85% of parents want to send their children back to schools.
- Parents who choose the Hybrid model and want their children back at school will sign a safety agreement, known as an "Assumption of Risk" agreement.

Consent items:

- Approval of September Minutes
- Executive Report
- Committee Report

Katja Dahl motioned to approve the Consent Items as presented. Shelly Purdy seconded. All in favor.

Motion Passed.

President's Comments: - Elena Deluna

- **Step Up for Education** – Laura sent out an email for this new program. We will provide more information as a separate agenda item.
- **Mountain Hardware Promotion – Success! \$4,226** – Both Mountain Hardware stores participated in this program and was an amazing event. The revenue was almost four times what it was last year.
- **Board Member – resignation/recruitment** – Lauren Tapia resigned and continues to be a great supporter of EEF. Thank you Lauren for your time and committee participate on the board. We are looking for board members in the PR, Real Estate, Restaurant industries. Please update Laura if you know of anyone who might be interested to join.
- **Executive Director Update:** - Laura Brown
- Friends of Education Launch –Information shared later in the meeting.
- Amazon Prime Days – October 13-14, 2020; this is a great opportunity to shop for great deals and to connect with Amazon Smile. Pick Excellence in Education for Amazon Smile as we are one of the nonprofits on this platform.

Fundraising Update –

- **Dining for Schools:** On hold for this year
- **Skiing for Schools:** We are still in conversation with ski resorts and assessing ideas on how else we can partner. As of today, it appears that tickets may not be happening this year due to restrictions and reservation processes at our local ski resorts.
- **Golfing for Schools:** Program wrapping up for the season.
- **Friends of Education: YTD: \$17,060; PYTD: \$3,700**
New donations received: Thank you to all who have donated!

Fellows/Stars Program: – Cindy Flores

- Some members of our Star/Fellows committee made the rounds to our past Star/Fellows winners. Cindy wrote a heartfelt poem and read this to the board. **THANK YOU** Cindy for helping us provide a memorable event to all our Stars/Fellows recipients.
- New recipients – committee members will regroup to discuss logistics on how to surprise our new recipients. This will take place after students return to school (hopefully)!

Chromebook Step Up Matching Grant: – Shelly Purdy

- Updated on a need for TTUSD distant learning: \$80,000 for Chromebook needs and \$20,000 for Wi-Fi connections.
- Laura wrote a proposal to Tahoe Mountain Resorts Foundation. They granted \$35k for this need.
- The allocations committee recommended putting \$10k towards this cause and the board approved this recommendation.
- New idea is to use this \$10k for a matching opportunity. For every donation that comes in would go towards this match.
- This allows EEF to focus on Chromebooks and to continue EEF's role in supporting the Chromebooks and to help meet the need for all students with distance learning. This information helps us to leverage our matching campaign.

Cindy Flores motioned to approve the Chromebook Step Up Matching Grant for \$10,000 as presented. Lisa Laliotis seconded. All in favor. **Motion Passed.**

Step Up for Education - Laura Brown/Shelly Purdy/Elena Deluna

- We are launching a campaign, Step Up for Education, driving people to donate through Friends of Education (FoE). The board approved a matching grant of \$10,000 for all donations received (up to this amount).
- We will be utilizing creative ideas to engage donors for this program by breaking out into separate groups. (Broke out via Zoom breakout rooms).
- Below are some ideas from the breakout groups:
 - **Group 1:** How to engage new people; Nextdoor platform to get the message out
 - **Group 2:** Stay away from asking people in depressed areas i.e., restaurants. Engage relators, new people who now reside in Truckee Tahoe. Post donor names on who donated, individuals or businesses.
 - **Group 3:** Nextdoor platform, Truckee People group. Relators to have buyers donate as a closing gift.
 - **Group 4:** Nextdoor platform to reach the entire community and realtors to provide a donation of every house that they sold. Engaged new residents and try and be creative. Engage business that encompasses the entire community.
- Please email Laura any other ideas from your groups. Timeline to implement creative ways to engage donors by next Tuesday.

The meeting adjourned at 1:28 pm.

Upcoming Meetings/Events:

- Tuesday, November 10 – Full board meeting