DRAFT

Environmental Charter Schools

Minutes

ECS Development Committee Meeting

Date and Time
Friday December 8, 2017 at 8:00 AM

Location
ECS Home Office (ECHS Auxilliary - 2625 Manhattan Beach Blvd. Redondo Beach, CA 90278

Development Committee Members
Julie Vo, Co-Chair
Denise Berger, Co-Chair
Alison Diaz
Cathy Creasia
Lindsey Jurca
Lucy Tseng

Guests
Alli Takido
Justin Thongsavanh

Development Committee Charter

- Partners with staff to develop sustainable, long-term financial resources to support the organization's mission and strategic plan
- Reviews and proposes plans for fundraising, including capital campaigns, grant proposals, individual giving, program giving, special events, and campaigns,
- Sets and reviews Board 'give / get' expectation

- Participates in planning, organizing, hosting and/or sponsoring fundraising activities

- Note: Committee is NOT responsible for raising money, but helps to ensure that funds are raised. Encourages all board members to participate in the process

Committee Goals 2017-2018

- Monitor and report progress on board of directors' individual commitment forms.
- Monitor the success and support the execution of the fundraising plan
- Review upcoming events, foundation proposals (for reference) and prospective funders/donors and make introductions as appropriate.
- Ensures the board is equipped with the necessary tools and knowledge to support a culture of fundraising
- Prospect individuals, strategies and resources to support fundraising and development goals

THE ORDER OF BUSINESS MAY BE CHANGED WITHOUT NOTICE
Notice is hereby given that the order of consideration of matters on this agenda may be changed without prior notice.
REASONABLE LIMITATIONS MAY BE PLACED ON PUBLIC TESTIMONY
The Governing Board's presiding officer reserves the right to impose reasonable time limits on public testimony to ensure that the agenda is completed.
SPECIAL PRESENTATIONS MAY BE MADE
Notice is hereby given that consistent with the requirements of the Bagley-Keene Open Meeting Act, special presentations not mentioned in the agenda may be made at this meeting. However, any such presentation will be for information only.
REASONABLE ACCOMMODATION WILL BE PROVIDED FOR ANY INDIVIDUAL WITH A DISABILITY
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FOR MORE INFORMATION
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Committee Members Present
Alison Diaz, Cathy Creasia, Dr. Denise Berger, Julie Vo, Lindsey Jurca, Lucy Tseng (remote)

Committee Members Absent
None

Guests Present
Alli Takido, Justin Thongsavanh

I. Opening Items

A. Record Attendance and Guests

Guests: Justin Thongsavanh & Alli Takido

B. Call the Meeting to Order

Julie Vo called a meeting of the Development Committee of Environmental Charter Schools to order on Friday Dec 8, 2017 at 8:13 AM.

II. Review and Approval of Agenda

A. Motion to Approve the Agenda

Dr. Denise Berger made a motion to Approve.
Cathy Creasia seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call

Dr. Denise Berger	Aye
Cathy Creasia	Aye
Julie Vo	Aye
Lindsey Jurca	Aye
Alison Diaz	Aye
Justin Thongsavanh	Abstain
Lucy Tseng	Aye

B. Approve Previous Development Committee Meeting Minutes

Cathy Creasia made a motion to approve November 17, 2017 Development minutes.
Dr. Denise Berger seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call

Alison Diaz	Aye
Lucy Tseng	Aye
Dr. Denise Berger	Aye
Justin Thongsavanh	Abstain
Lindsey Jurca	Aye
Cathy Creasia	Aye
Julie Vo	Aye

III. Presentation from the Floor

A. Presentation from the Floor on Non Agenda Items

NONE

B. Presentation From the Floor on agenda items

NONE

IV. Discussion Items / Updates

A. Fundraising Progress to Date

As of 12/7, Fundraising total is $406K of total fundraising goal.
(see Development Dashboard for progress)

Ms. Berger - Regarding corporate sponsorships, we can consider partners and programs they might be interested in
(ie Skechers + Bike Shop, Shade Hotel, etc)
Ms. Diaz - We'd appreciate any additional introductions so we can began getting to know them. The first element is the introduction.
Ms. Berger - Let's make sure we keep companies and organizations involved and connected with us so we can continue to steward the relationships. From a company standpoint, it's out of sight out of mind. Don't want to be in their face, but want to be on their radar.
Ms. Vo: We can follow-up with them after our year-end campaign.

B. EVENT FOLLOW-UP

At our last meeting, committee members were asked to identify 3-5 speakers and reach out to them.
It's helpful to know that we made an ask and that people are willing to commit to that.
Ms. Tseng - followed up with the folks she invited, she will follow up with an email asking them to engage with ECS. Additionally, a few students have reached out to Lucy around Senior Thesis. Mr. Ozaki is happy to do more, we just need to figure out how to get him involved. He is located in Cerritos.
Ms. Vo - We have the "take action" asks that we posed to speakers at Career Day, including take a tour, invite someone on a tour, sponsor a student at $300, become a mock interviewer, become a civic action mentor and attend Green Ambassadors Institute.
Let's take 3 min now to review the doc put your name next to 3-5 people. See sheet.

Action: Julie will assign committee members people to follow-up with and send out speaking points.
Connect the Dots
Ms. Vo - If you know businesses in the Inglewood area spread the word, get them on a tour. Help us make those connections, we want to keep the momentum going. Invite them on a tour.

C. YEAR END APPEAL LETTER

This year's Year End Appeal will also have a direct mail component we will be trying for the first time. It will be a small direct mail campaign, no more than 200. We will also be doing an email appeal home and on social media.
Ms. Vo - have any committee members given as a result of receiving a direct mail piece?
Ms. Berger - It serves as a good reminder, but it isn't a trigger for something new.

Feedback on direct mail draft
Ms. Berger: I don't like spotlighting something that is highlighting a negative. "Give today to support solving problems differently" do "Give today to support opportunities in the future" Make it hopeful. Love the quote. Add the work tomorrow to problems. The word differently isn't compelling enough to highlight, it needs to be more aspirational. "When you step on to our campus...." wording is off. Focus on how we are teaching kids to be the future stewards of our community. Love the four stories and the ways to give. Beef up the intro a little bit to make it more compelling to really tell our story.

Incorporate DiffenDofferday? There is a place for this. How can we use it to draw them in? Maybe a quote at the bottom? People outside of ECS need stories and levity in these dark times could be appreciated.

D. MISC

Foodshop LA is a pop-up dinner concept that is exclusive, draws a following and has been written about in LA Times. Would be a "plug and play" model with minimal effort on our part.

Ms. Vo - we've talked about wanting a more intimate event (rather than a big gala) and an opportunity to invite key people in Manhattan Beach or other areas who may not show up to a campus tour or a talk.

Ms. Creasia: Another option is a wine-tasting event featuring organic wines from Whole Foods and sustainable food items

Ms. Diaz - want to be mindful of staff time and capacity to put on an event and whether it is worth our while. perhaps more of a salon at a board member's home or something small with a speaker sharing about a compelling subject is a draw.
Ms. Vo - we're not making a decision today but to consider all those variables. Dev team will explore further and report back.

V. Closing Items

A.

Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:21 AM.

Respectfully Submitted,
Julie Vo