DRAFT

Environmental Charter Schools

Minutes

Development Committee Meeting

Date and Time
Friday February 9, 2018 at 8:00 AM

Location
2625 Manhattan Beach Blvd., Suite 100, 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
Ernie Levroney
Anthony Jowid

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

Pursuant to the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, any individual with a disability who requires reasonable accommodation to attend or participate in this meeting of the Governing Board may request assistance by contacting ECS at 812 West 165th Place, Gardena, CA 90247; telephone (310) 214-3400; fax (310) 214-3410.

FOR MORE INFORMATION

For more information concerning this agenda or for materials relating to this meeting, please contact ECS at 812 West 165th Place, Gardena, CA 90247; telephone (310) 214-3400; fax (310) 214-3410.

Committee Members Present

Alison Diaz, Cathy Creasia, Dr. Denise Berger, Julie Vo, Lucy Tseng (remote)

Committee Members Absent

Lindsey Jurca

Guests Present
Alli Takido, Anthony Jowid (remote), Ernie Levroney, Justin Thongsavanh

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I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Julie Vo called a meeting of the Development Committee of Environmental Charter Schools to order on Friday Feb 9, 2018 at 8:10 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
Alison Diaz	Aye
Justin Thongsavanh	Absent
Julie Vo	Aye
Cathy Creasia	Aye
Lucy Tseng	Aye

B. Approve Previous Development Committee Meeting Minutes from November 17

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

Roll Call

Dr. Denise Berger	Aye
Julie Vo	Aye
Lucy Tseng	Aye
Alison Diaz	Aye
Cathy Creasia	Aye
Ernie Levroney	Abstain
Justin Thongsavanh	Absent
Anthony Jowid	Abstain

III. Discussion Items / Updates

A.

Board Member's Role in ECS Fundraising

Questions posed to Committee attendees:
1) What is one asset you bring to the Board and Development Committee?
2) What is one asset/area you'd like to develop and add to your fundraising and development wheelhouse?

Committee members shared candidly about strengths and confidence areas as well as areas they would like to further develop and grow, including:

Collective Assets
Having a parent perspective, understanding challenges of schools and having the burden of juggling standards and education; teaching background, extensive experience in schools and student-centered programming; many connection in the education sphere; ability to bring unique and relevant perspective/lens into the thought process; knows how to "sell" a program; strategic thinking about giving; understanding the different approaches or linkages to ECS; raising awareness; expertise in sales, marketing and networking; can do cold calls; has time to make calls if needed; working with partners and creating a quality experience for our partners; relationship builder; passion and fearlessness; coaxing a new friend to ECS to become a lover of ECS;

Collective Growth Opportunities
Would like to grow confidence, comfort and ability to make a larger dollar ask; overcoming feeling of burdening others with an ask; leveraging existing connections; making the big asks rather than just laying the foundation; more of a connector than a cold caller; don't know many people with major giving capabilities; network in LA proper is limited; connecting the experience to the ask; time and ability to prioritize developing the connection.

B. Dev Committee Goals & Objectives/Personal Action Planning

Committee members discussed the importance of board members identifying those who might be interested in ECS and sharing where they've seen this done successfully or when they in fact were the ones identified by others.

- Denise Berger stated that being intentional is really important and being mindful of when to keep your powder dry and when to fire it up. We can't keep talking to the same people about the same issues.
- Ernie Levroney shared that he is comfortable with pitching and speaking about our programs in a way to get people on campus.
- Julie Vo reminded committee members that should they identify prospects but feel challenged about how to connect folks to ECS, that this committee is the perfect space to bring those questions to for feedback and input.

- Cathy Creasia asked about what happens after someone is invited to a tour. She also asked if there is an explicit list of needs that can be sent.
- Julie Vo explained that once they are on the tour then she will work with the board member to consider best ways to follow-up and further engage.
- Ernie L. is able to make himself available for a tour.
- Anthony Jowid suggested reaching out to local professional networking associations about hosting meetings at our school sites.
- Alison Diaz reminded committee members that we are also looking for high-quality teachers

ACTION:
Development team to send board and committee members a clear list of needs and opportunities for sites and programs
Dev team to send reminders to all board members about upcoming tours and send out info about upcoming grants/trustees
JV to forward open position and reminder about teacher recruitment
AJ to reach out to local YPOs on meeting space
CC. to look into hosting ECS students on a tour of USC (transportation included) and admin clearance and support

C. Review Fundraising Progress

Committee members reviewed the fundraising progress to date. Julie V noted that without the 2-year capital goal, the fundraising goal is $652,800 and at $478,087 we are 73% to our goal (general and possibilities funds).

Denise B. asked about corporate sponsorships and what is in the pipeline for opportunities
Julie V. mentioned upcoming campus-centered opportunities such as Career Day at ECMS-Inglewood and Earth Carnival at ECHS
JV also explained the rationale for the General Fund goal - $300/student goes to support wrap around, after school, counseling, outdoor ed trips, etc.
Committee members suggested highlighting the student story - create a profile of a student (ie help a student get on the bus!)

ACTION:
Earth Carnival support request to Shade Hotels
Mock Interviews, send info to Denise & Anthony, invite Sketchers and Chevron to mock interviews

Wrap-up GOAL/ACTIONS/REFLECTIONS

- CC: Appreciate frankness of committee members sharing where they're at and how they do everything. Gives her ideas and opportunities - brings her back to

what she used to do CC's Action: USC has info session for parents/students about getting to college. How can we get some students there?
- EL action: Has been creating a running list. Reach out to those specific people and connect them to ECS.
- DB: Great share out. Kicking around different approaches and ideas.
- AJ: Will reach out to ND and ACE program.
- AT: F/U with education contact.
- AD: appreciate a solid conversation to give me a different viewpoint on how to interact with the board.
- JV: Appreciate candidness. Please feel free to cc me on any email you are sending out to contacts.

IV. Closing Items

A. Adjourn Meeting

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

Roll Call

Alison Diaz	Aye
Dr. Denise Berger	Aye
Cathy Creasia	Aye
Lucy Tseng	Abstain
Julie Vo	Aye

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:33 AM.

Respectfully Submitted,
Julie Vo