

SunRidge Educational Foundation  
Meeting Minutes for **Friday, 10/27/17**

Meeting Location: **Library**

**Roll Call**

**8:35am**

**I. Establishment of Quorum**

Present: Dale, Hassanah, Robert, Willie, Cheryl, Francois

Apologies: Gene, Nell

Guests: Kalen, Kely

**II. Approval of minutes from 06/27/17** – Hassanah moved /Gene 6-0

**III. Approval of agenda** – Hassanah moved / Cheryl 6-0

**IV. Correspondence:** A question was asked by a parent around how the SEF can support families affected by fires – discussed below.

We cancelled the Philadelphia insurance, however have been billed for one month.

**Action:** **Robert** will follow up with Eliza at AIM, our insurance agent, to resolve.

**Kalen** noted time again needs to be spent developing a 3-5 year vision of the campus and will review again the list of projects with the Faculty to prioritize and provide feedback to the Site Committee and Foundation.

Open Session: **No one spoke.**

*Public notice: Audience participation is welcome and encouraged. The President will recognize those members of the audience who wish to speak, and may set a time limit on each person's remarks if necessary. Usually the President will ask the audience for their remarks after individual Board members have had an opportunity to speak.*

**V. Business**

New actions items from this meeting in the minutes below.

**1) Follow-up on Action Items**

Track around field - Completed! Total cost of the project was \$16,614.48 – this was beyond the original estimate because we increased the width of the path from 5' to 7', and there was extensive irrigation work done to create two extra water spigots and main lines to the upper field, including a future water fountain on the field. Also, two electrical conduit lines were run under the track to accommodate events such as the May Faire.

Middle school hallway lighting: Completed. Great work by O'Rourke and Willie!

**New Action:** **Willie** will obtain an estimate to install the same lights in the homeschool side of the hallway.

Quickbooks

**Deferred Action:** **Robert** and **Hassanah** to get together to update the system with budgets.

Audible Monthly Charges

**Robert** investigated and found the charges relate to the PC account and so brought this to the attention of the Audible account to Amber & Brandy for the PC to review. [\$15 monthly charge from Audible.]

**2) Cargo Net**

**Deferred Action:** **Robert** to follow up with Erik.

### 3) **Reports on New Projects**

#### Lights from the Community Center

The lights we received free from the community center need cages for protection before being installed in the multi-purpose room.

**Deferred Action:** **Nell** will try to connect with Baron Coenen to estimate costs to install with cages.

### 4) **Funding allocations for 2017-18**

#### Families affected by fires relief

5 SunRidge families lost their homes to the fires and have had lots of support already, 3 and are in good shape. The 2 other families may need economic support but have what they immediately need for now. Time will tell as to the extent of support they may need and Kalen will hold that conversation. One idea was to supplement their families' pledge amounts, so that frees their money up to pay additional rent if needed due to housing shortage, or additional economic stresses in this recovery time. There has been an outpouring of support from classrooms, and also Mariah Smith Photography (~\$10,000). Working within our realm as the SEF, we could offset costs that come up to support the educational mission: field trip costs, farm Friday, pledge amounts, etc. Additional support may need to go outside of the SEF realm, such as the SEF supporting/encouraging our community to establish a charitable crowdfunding account (Plumfund) and participate.

**Action:** **Robert** will provide feedback to Mariah about this.

**Action:** **Kalen** will provide feedback to the board on what SunRidge decides to offer the families in due course.

#### Cargo Net

We have not approved an amount as we do not have a final estimate yet.

#### Lighting in the hallway

Excellent work in the halls, an estimate is needed for other end of hall (homeschool).

### 5) **Fundraising, Funds and Revenue for 2017-18**

#### 2018 Auction

There is SEF support for continuing the auction this year, perhaps Falling Leaves Festival energy could roll into the auction effort. The Auction team will wait until after Christmas before actively promoting the auction.

#### Falling Leaves Festival

While there will be a shortfall in funds raised this year, most class funds are in reasonable shape and should have enough to cover the projected costs for most field trips this year. Both kindergartens are still looking at possibly needing some extra funds as overflow from snack program.

#### School Store

There was a discussion about having a SunRidge store, with spirit wear, campus improvement (buying a brick or name engraved in a bench), yearbook, perhaps students' artwork (or stationary). **No actions noted.**

#### Whole Foods Scrip / Amazon Smile

Programs remain dormant providing only around \$200 - \$300 annually in revenue back to the school. Parent volunteer(s) needed to promote.

### Grant Writing

Continue to focus on garden needs. **Vanessa** has expressed an interest in writing grants and **Dale** met with her and wrote the leSonoma grant, now awaiting result.

**Action:** **Dale** to find out when the decision may be made.

### 8<sup>th</sup> Grade Raffle

Only 8<sup>th</sup> grade may run a raffle, but the current 8<sup>th</sup> grade has now decided not to hold one this year. If 8<sup>th</sup> grade next year would like to run a raffle, they will need to request approval from the Foundation and if approved, we will need to re-apply to the Justice Department.

### Honoring anonymous donor

The family would like a quote on something at school, after the associated family graduates.

### Other Revenue ideas

#### SunRidge Alumni / Wider Community

**Kalen** recommended that the SEF board take up ideas for donor outreach and reach out to past families and community members who would be interested in supporting the school financially. Possible sources are Sonoma Community Foundation, the O'Riley Media Group which may be a good option to investigate as angel donor, and other sources. Messaging / marketing is key, we need to show the best of SunRidge through photos and videos (a day in the life of a SunRidge student), highlight academic standing, focus on the faculty and how SunRidge is adapting and integrating the Waldorf philosophy of education to meet the needs of the modern world, bringing the future into focus; students are activists, catalysts for change. So many tech families send their students to Waldorf schools, it is important to show a Waldorf education compliments the tech-led society.

Some of this work has been done with the promotion of the pledge program, and those pieces could be warehoused for future asks for the greater community. We could build upon those descriptions of various aspects of our programs and tailor our proposals with these emphases.

The Donor is in support for 20K for field trips, 20K for faculty development for the next 4 years, and perhaps beyond.

**Deferred Action:** **Kalen** and **Gene** will draft a message to alumni.

Community Dance and Spring Fling could be opportunities to increase revenue, and discussion has happened in the Parent Council. We would need to check with Vanessa about what would be reasonable for students be able to prepare for a plant sale.

**Deferred Action:** **Hassanah** will talk with **Vanessa** about plant sale for May Faire and work with Kalen to develop a proposal for the faculty.

## 6) **SEF Website**

Still a work in progress.

**Action:** **Nell** will follow up with Heather and Robert to determine what and when we can publish the site.

**7) Site Committee Update / General Maintenance / School Lease Issues**

**Willie** is working on drainage projects, a focus on gardening, grants, and other beautification. The committee will be looking at previous design work done by Occidental Arts and Ecology center and others for the campus.

**8) Insurance cover for Parent Ed Courses?**

**Action:** **Kalen** continues to investigate options with the district, insurance company and other models. Sebastopol Community Center carries insurance, but we are looking at other options for 'for-profit' after school classes in a public school setting where insurance is needed. There was discussion about using a third-party payment processing entity rather than the SEF, perhaps a bit more costly for parents with folding in the costs of a 3<sup>rd</sup> party involved. The SEF is not keen to act as a go between to process payments due to the admin burden this would create, and does not wish to provide the insurance. This is a gray area for 'for-profit' entities, which has some questions.

**Action:** **Kalen** will investigate insurance options further and report back at the next SEF meeting.

**9) Pledge program for 2017/18**

**Willie** has been preparing with **Salomon** (7<sup>th</sup> grade) some signage frames for the designs Nell had worked on, among them a hot air balloon & kite.

**Action:** **Salomon** and **Willie** are working to make the frame outlines for the signs today (10/26).

**10) Sebastopol Time Bank and the SEF**

**Gene** has discussed with **Gayle** at the Sebastopol Time Bank (STB) if it may be possible to establish a relationship between the STB & SunRidge resources (use of field or the library for example by the STB) that could then be exchanged to buy volunteer time from the STB community. This is possible however the rate of exchange needs to be agreed.

**Deferred Action:** **Gene** shall provide an update in the November meeting.

**10) Next Meeting / Close**

Friday, December 1st, 2017 8.30am in the library