

**RIVERSIDE COUNTY OFFICE OF EDUCATION FOUNDATION  
3939 THIRTEENTH STREET • P.O. BOX 868 • RIVERSIDE, CA 92502-0868**

**BOARD OF DIRECTORS  
REGULAR MEETING MINUTES**

**Thursday, November 30, 2017, 2:30 p.m.**

**REASONABLE ACCOMMODATION FOR ANY INDIVIDUAL WITH A DISABILITY**

With at least 48 hours' notice, any individual with a disability who requires reasonable accommodation to participate in a Board meeting, may request assistance by contacting the Administrative Assistant to the Foundation Board at 3939 Thirteenth St., Riverside or by calling (951) 826-6456.

**OPENING PROCEDURES**

1. **CALL TO ORDER**

The meeting was called to order by Director Binkley at 2:33 p.m.

2. **PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Director Binkley.

3. **ESTABLISHMENT OF A QUORUM**

Directors Binkley, Clarke, Eckstrom, and Hyden were present.  
Directors Kot, Miller, and White were absent.

4. **PUBLIC COMMENTS**

No members of the public came forward to address the Board.

5. **APPROVAL OF AGENDA**

It was moved by Director Hyden and seconded by Director Clarke to approve the agenda as presented.

4 Ayes: Directors Binkley, Clarke, Eckstrom, and Hyden

3 Absent: Directors Kot, Miller, and White

Motion Passed

**CONSENT AGENDA**

1. **APPROVAL OF MINUTES**

Consideration of the Minutes from the September 28, 2017, meeting of the Riverside County Office of Education Foundation (RCOEF).

It was moved by Director Hyden and seconded by Director Clarke to approve the minutes as presented.

4 Ayes: Directors Binkley, Clarke, Eckstrom, and Hyden

3 Absent: Directors Kot, Miller, and White

Motion Passed

## INFORMATION/DISCUSSION ITEMS

### 1. Foundation Director's Report – Ed Lewis, RCOEF Director

#### **New RCOEF Brochure**

The new RCOEF brochure was shared. Director Lewis encouraged the Board to promote the Foundation to prospective Directors. Director Hyden added that she has a PowerPoint that shows the Foundation's purpose including programs details; and will update it and email to Director Lewis for review and distribution to the Board. This PowerPoint will aid in the promotion of the Foundation.

#### **Corporate Business Partners Brochure**

The brochure is very close to being completed. It will be a great tool to use to market the program and obtain commitments from businesses.

The Foundation received a \$2,500 donation from Tavaglione's office.

#### **RCOEF Support**

Director Lewis shared that Debbie Soto will be retiring at the end of December, and will keep the Board abreast as to whom may be replacing Debbie as support to the Foundation.

### 2. 2018 Scheduling Discussion Update

#### **Run/Walk**

We currently have March 10 reserved for the Run/Walk, however we are looking at moving the event to October 6, 13, 20, or 27. (The Mayor's Ball is on 10/20, however our events wouldn't conflict.). The paperwork with the City of Riverside can easily be updated to a new date if needed. This event is typically held from 8:00 a.m. – 11 a.m. at Martha McClean-Anza Narrows Park; the past Run/Walk raised approximately \$6,700. Discussion occurred of the limited venues that are available for this type of event. There was a suggestion to hold the event at Riverside City College (RCC). The event needs to be secured by January 31. Directors Eckstrom and Lewis will work together on details for the venue. All Directors agreed that a more central location would be beneficial. Open discussion occurred.

Promotional suggestions for the Run/Walk include: Running clubs, Racewire, RCOEF website; and Directors to promote the event among the community and their respective companies/clients, etc.

#### **Golf Tournament**

The timing of this event was rescheduled from June to Monday, March 19, at the same location, Morongo Golf Club at Tukwet Canyon. The request for the Morongo Band of Mission Indians (MBMI) to sponsor the green fees was rejected. Director Lewis will research MBMI's cycle to check on sponsorship for the following year. We will start promoting the event once the venue is finalized.

Ideas for promotion of the event and are:

- Set goal to exceed the \$30K that was raised this year to at least \$35K
- Be prepared with literature and make it impossible for participants/sponsors to say no
- Directors Eckstrom and Lewis formed a subcommittee to start logistics
- Build the RCOEF website to promote the event, include photos and video of past events, as well as video of the student scholars who spoke at the Sponsor Recognition event
- Solicit the event to district superintendents asking them to submit a foursome
- Propose to raise the registration fees
- Start promoting the event immediately
- RCOEF Board to connect more with the Golf Tournament and Foundation events

3. **Final Scholarship Distribution Report**

Director Lewis reviewed the final 2016-17 Fund Distribution report with the Board.

Edison has pulled back their contributions from \$85K to \$50K. They'd like \$30K to be applied toward scholars and \$20K to computer science education for teachers. The history of Edison's support of the RCOE Foundation was shared. It was suggested that we solicit funds from Edison with the intent to apply them to specific programs outside of giving scholarships, similar to that of the computer science education. Cultivating encouragement to improving RCOE programs may encourage more sponsorship participation. These items can be promoted on the RCOEF website.

Director Hyden shared that she will email the Board the original strategic plan of the Foundation which outlines contributions that go toward RCOE programs.

4. **Board of Directors Expansion Discussion**

Directors were encouraged to use the new brochures and documentation that will soon be distributed to promote the Foundation and what it's about to entice participation on the Board. It was asked that Directors please bring names of interested persons that are willing to serve on the Board to the next meeting so they can vote on adding those Board members.

5. **Annual Sponsor Recognition Event Update**

Director Lewis thanked everyone who attended the Sponsor Recognition event. He felt that the logistics of the event went really well, and commended the committee for a very well organized event.

There were several major sponsors that did not attend. It was suggested that we physically bring the award to those sponsors who did not attend, as it will assist with the promotion of the Foundation and offer a personal touch.

Director Lewis plans to reach out to each sponsor to confirm their future support with the possibility of raising their involvement.

**ADJOURNMENT**

**Time: 3:37 p.m. meeting adjourned.**

**PUBLIC VIEWING OF DOCUMENTS**

As per Government Code Section 54957.5, all documents related to this meeting are available for public viewing at each Riverside County Office of Education Foundation Meeting and at 3939 Thirteenth Street, Riverside, CA 92502.

**Next meeting:** January 18, 2018, 2:30 p.m., RCOE Board Room