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**Administration:**

Keri Butler, *Executive Director*  
Sandra Ottley, *Director of Curriculum and Instruction*

**Members:**

Donna Capodacqua, *Chair*  
Justin Cabrera, *Vice Chair*  
Chris Thoms, *Secretary*  
Alex Kalemkeris, *Vice Secretary*  
Luke Adams, *Treasurer*

Eric Rasmussen  
Allison Barber  
Valia Eskandari

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## 2/20/20 Meeting Minutes by Alex Kalemkeris

### 1. OPENING ITEMS

#### Call to order

Donna called to order at 6:30 and performed roll call

**Present:** Board attendees: Donna, Eric, Alex, Chris, Justin, Valia, Ali

**Absent:** Keri, Luke

**Guests:** Laurie Tarter (Guest speaker), Christina Devlin, Kate Mohr, Jessica Rule, Joe Mah, Beth Setti

- o Agenda: Donna moved, Eric Second. No discussion
- o All in favor, no objections, no objections - **approved**

### 2. Fundraising and Board

#### Recruitment Tips and Strategies from Laurie Tarter and Liz Hatcher

Guest Laurie Tarter - she has helped start fundraising

- Laurie gave some background
  - o Worked with a philanthropist/mentor, onboard in 1995
  - o As she came onboard saw the power of mentorship, mentoring a couple hundred kids a year
  - o Found the board that was brought on, wasn't well vetted which caused a stall
  - o Then moved to be more strategic about board attendance
  - o They are now a 1.9M mentoring program, which they sell over the USA
  - o Laurie is a founder, committed due to legacy
- How they really become successful, they talk about who was allowed to be on the board.
- One of the best things they did was a strategic decision to become a fundraising board. When they recruited, they advertised they would be fundraising board things developed. Each board member needed to contribute or get a donation of \$500
  - o Sent an annual report - very professional
  - o Fundraising board will really elevate a non-profit.
  - o Look for name recognition. CEO's of big companies - they need to donate
- Some tips for board recruitment. Make sure they fill all the needs we set.
  - o Min commits etc
  - o Checklist
    - Willing to say yes to sponsor an event?
    - Willing to say yes to selling sponsorships. Make sure they are willing to do that.

- Able to go to vendors who want to donate
  - Make sure they can walk the walk, talk the talk
  - Are they willing/passionate about the cause, they are willing to invite their friends/family/colleagues to the events?
  - Be strategic
  - Target that pool of people
  - Do a year end ask? Is critical if done the right way. Look for board members that are willing to do the year end ask. Needs to start in October. Have an annual report on accomplishments? Ask in November, then December. Hit the tax windows
  - You can't just send a letter, follow up critical
- What kind of board members can we find that will go with you to meet with key stakeholders?
  - Getting in the door is the key. Get board members that can help.
- Not everyone is an asker
  - Other qualities
  - Who is willing to sit on a fundraising committee?
  - What board members are willing to do the work?
  - Will they use their employees to help?
  - Willing to donate their employees, it's an active volunteer they can advertise
- Board members don't need to be rich; they need to be well connected.
- Strategically, what do we need to help us grow?
  - What kind of big event that you want to hold? Do you have someone on the board that can help, donate etc. They can bring their network and enable the events
- Asked if we have a training – Donna responded no.
  - If you are going to take the time to bring them in, need to onboard them
  - It's really hard to enable a board member to be passionate to sell for you.
  - Had them work on elevator pitch - 5-year goal. Consistently push the same message.
  - What is our elevator pitch for the school? What makes us unique, what is the statistic, that one story that can be shared that makes someone with a heart that makes them "go wow".
  - Training on how to do an ask. Training on how to word an email for an ask.
- Valia asked about fundraising.
  - What's in it for me?
  - When you are looking for donors, target people that have common interests. It doesn't make sense to ask the wrong audience that have a strong interest in education and kids. Most businesses publicize this.
  - Make sure they are within the elevator pitch
  - Whatever fundraising we pick, it's got to be targeted, what's in it for them.
    - Keynote speaker?
  - Get a key name, that draws in an audience from target donors
  - CEO offered a 1-hour mentoring session, so it brought others in
    - Meet and greet with
  - VIP party before - sell tickets at higher costs
- TTSD invite?
- Timbers? Philanthropic companies
- Women athletes?
- Plus have a keynote speaker from students. One that has a story that is motivational
- CEO potentially introduces.
- Eric asked about how you go about talking to these people.
  - Create a list of what you would like with an excel sheet to find out who knows who.
    - If nobody knows, use network
- Make sure the marketing material is good.

- o Mission, 5-year, story,
- Suggested Coca-cola, Nike, etc
- Best time to have a fundraiser is in Feb
  - o When do you start - 1 year in advance?
  - o Old school official invitations. Avoids getting lost in email.

### 3. Executive Director Update

- o Donna shared input from Keri
- o A family with 3 students. Could move us to 229.
- o Kinder lottery 7pm Monday the 24th
  - Welcome to come
- o Last tour of the year is next Wednesday at 9am
- Heather is no longer able to make public notice and copies
  - o Heather can share the CSV, someone to send out. Copies to be picked up by board.
  - o Need to decide how to deal with this...
  - o Back in the day the board secretary.

### 4. Approve Jan 2020 Minutes

- Approve the Jan 2020 minutes
- o Justin moved, Alex Second. No discussion
  - o All in favor, no abstentions, no objections - **approved**

### 5. Approve Dec 2019 and Jan 2020 Financials

- Notes from Luke on December/January financials
- o December: Donna motion to approve, Valia 2nd
    - No discussion
    - All was in favor, no abstentions, no opposition - **approved**
  - o January: Valia motion to approve, Justin 2nd
    - No discussion
    - All was in favor, no abstentions, no opposition - **approved**

### 6. PSO Update - Christina

- o Purchased chrome books bought 75 +. 3 carts for storage
  - Purchased licensing for them to be under one license to be able to have an admin update centrally
  - Paid a little extra to be white gloved - fine tuning
  - They will pre-setup for us. :)
- o In addition, Keri requested 2 iPads for the front office.
  - Looking at that - hoping to make that purchase
- o Several events for later in the year
  - Daughter date dance
    - Need to find a handicap accessible location
  - Son date golf at Tualatin island greens may 21st
  - 1-2 other all school events later in the year. Working on dates.
  - End of the school year at field day
    - PSO is going to step in and help
  - 2 surveys they are working on to get out to the families
    - Leadership succession planning
      - Christina is leaving, others are also terming out
    - Hoping to finesse the survey to encourage a lot of new energy for the leadership team
    - Second survey to get feedback from families on what they liked from this year
  - Several dine-outs
    - Pizzicato - March 10
    - Chipotle - Sherwood April 29

- Working on Love bites time
- Working on a shade cover and landlord
- Working on some families with needs that couldn't make their family contribution.

## 7. Equity Definition – Chris update

- Background, we had a strategic session in November. Spent 2 hours on what do we think equity is.
  - Chris has a power point he will share to let us internalize - not final
  - Taking all the notes - was able to work with a colleague to break down what they are trying to say.
  - You cannot make diversity. It is either is or is not
- Equality
  - Access - To ensure poor and minority have access....
    - What can we do to enable this access?
  - Inclusion - Involvement and empowerment, where the inherit work and dignity is recognized...
    - There is a community piece, PSO is a huge part.
    - Empowerment drives purpose beyond inclusion
  - Opportunity - everyone gets the opportunity to grow and learn in a safe environment
    - Speaks to safety, some of the kids may not be from a safe place
- Need to investigate the free & reduced lunch
- Donna asked about next steps, thanks for Chris' help on managing and helping this
  - Look at the power point as individuals, run our processes through this lens. Does this create what we want?
  - Get a place with these principles that allows us to work in that direction. To work by
  - Think it should be a North Star.
  - Review then vote to adopt it. Discuss at the next work session
  - Would like to share with the PSO first, get their thoughts before larger community
  - Plus the staff
- Thanks Chris!!!

## 8. 2021 Draft Budget – agreed to be tabled from meeting

### 9. Update on Fundraiser Activities

- Give Lively - Eric
  - Online giving source - resource hub for digital fundraising
  - All online - sends emails notice, can to multiple campaigns.
  - Eric reached out, was able to get ahold of them
    - Mentioned a charter school, what is the criteria
    - Each campaign gets a code that can be sent to the network to donate online
    - Free - if we want to go with it. Do we make a bank account to feed the funds?
    - Once we have that info, need to share the 503C info.
    - Set a separate account
    - They help with the email text.
    - Valia - need to decide the purpose, what is it for.
    - Use this for Top Golf
    - Need to setup an account
    - Action, look at it and see what ideas we come up with for using
  - Ideas
    - End of year
    - Giving Tuesdays
      - Started 2 weeks before thanksgiving

- o Our own event at Top Golf - Luke/Valia
  - Donna shared from notes from Luke
    - She wants to help us if we get 50 people to golf, we get a conference room for discussion etc
    - Brunch is \$21/person
      - Top golf is \$10/golfer + 4.20
      - ~\$35/person
      - Will arrange 6 people side by side
      - Must be before noon - 9-noon
    - What would we charge per person? \$100
    - Competitions to compete for donations.
    - Sponsors?
- o Look at a small group to build a fundraising strategy
  - Eric, Alex, Justin, Luke willing to help with a side effort
    - Alex to initiate
- o Need to figure out 3 things we want the fundraiser around -
  - Get Keri help, some ideas from others
- o Valia mentioned the Tulips
  - Need to pull that together. Valia to work on

### 9. Marketing Committee Update

- Valia shared an update on progress for the MITCH messaging.
- Draft sent out for feedback. She would like to add former students to help.
- Valia is looking for 5 parents that can contribute to marketing.
  - Some suggestions to reach out to Keri, PSO, some names shared

### 10. CLOSING ITEMS

#### Public Comment

- o Christina - PSO
  - Fundraising question. PledgeStar is used for the marathon.
    - Works well
  - Fundraising approach the PSO: She sells Amway, wants to offer to the school like Amazon etc, whatever you purchase goes back to the school. Depending on the items that are purchased, anywhere between 10-20% is donated to Mitch. Possible ongoing fundraiser
    - Is this a conflict of interest because it's not a 1-time?
    - They don't want to say know; would the board be up to creating a resource page that offers up to all families with an opportunity to give back to the school?
    - The thought has allowed them to advertise on our website for their businesses.
    - Give back to Mitch page
      - Add links to ways to give back.
- o Beth - Thanks for the equity. Very excited.
  - There is a charter school in Portland - Emerson Charter
    - Unique mix of diverse - they have been very intentional in how they market to bring in a diverse population. They have free and reduced lunch
    - They are very helpful
  - Basic market - tiny grocery store
    - Owned by the former CEO of Pacific Foods
    - Chuck Edgar? Had a vision to start in a school in a food insecure school. Started a market in the school. Started as a produce market, then basics. Almost all local food.
  - Could teachers have an eye on the equity statement
- o Kate Mohr - new parent at Mitch transferee in January
  - Keri asked her to come.

- Some ideas:
  - Cool to listen to the guest speaker - would like to be more involved. She has been on the board before.
  - Have Nicoli's - similar to a big als, huge event space.
    - Concerned on location being far, maybe more local
  - She was on the Tigard chamber board - they did a Tigard bowl for fundraising
  - Think smaller?
  - Equity - what is the boards relationship with TTSD. Maybe have Xinnia review the equity.
  - Give lively isn't necessarily free because of PayPal
- March 11th, PSO meeting

#### Board Comment

- Donna next PSO meeting is March 11. Ali is OK to join.
- Donna said thank you to the board meeting.

#### Adjourn

Chris moved to adjourn at 8:26, Justin second

- No discussion
- All was in favor, no abstentions, no opposition - **approved**

**EXT WORK SESSION THURSDAY MARCH 5 2020 6:30 PM TO 8:30 PM AT MITCH  
CHARTER SCHOOL**

**NEXT REGULAR SESION THURSDAY MARCH 19, 2020 6:30 PM TO 8:30 PM AT  
MITCH CHARTER SCHOOL**