

SHS Foundation Minutes

October 3, 2018

6:30 p.m., Media Center

Attendees:

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|--------------------|---------------------|---------------------|
| 1) Suzanne Carlson | 5) Trevor Henderson | 10) John Serrata |
| 2) Karin Davis | 6) Kristina Hepburn | 11) Reid Staten |
| 3) Maria Grande | 7) Tanya Ruhe | 12) Elena Vega |
| 4) Guy Grande | 8) Tabor Samuelson | 13) Joe Vega |
| 5) Mitch Gruber | 9) Jessica Serrata | 14) Brenda Wilborn |
| | | 15) Nicholas Willis |

Call to Order: 6:30 p.m.

New Faces in Attendance: It was great seeing new faces at the meeting! Please encourage new people to attend or join the foundation!

Serra Site Representative – Nicholas Willis: New VP at Serra. Recently moved from New York where he worked in education for 16 years. Wife if from the area. He is currently monitoring science, math and world languages. Confirmed that the scheduled football game with Clairemont will be a forfeit. Informed everyone that the school district supervisor would be visiting the campus to observe the improved math program and other academic improvements at Serra.

Treasurer's Report – Brenda Wilborn/Suzanne Carlson: Pointed out highlights and trends from August and September. Cash on hand of \$35,777.04 for September (total equity) compared to last year's figure was similar. Brenda did notice that membership was down by \$2,000.00. Mitch explained that this is probably from the disallowance of offering free tickets to home football game to members. There was some discussion as to how the foundation can create value for members, such as a coupon for a complimentary food item at the football games. Bocce Tournament receipts were also down \$350.00 from the previously year. Kristina Hepburn, DePortola Liaison lamented that promised participation did not materialize, which of course was unfortunate. Also, snack bar revenues for this football season will also be down, potentially \$3,000.00, because of the Clairemont game forfeit. Overall, net income was down \$2,000.00 due in part to 2 less football home games in 2018. Tanya Ruhe moved to approved Report; Trevor Henderson seconded; Motion passed by unanimous vote.

President's Report – Mitch Gruber:

eScript/Amazon: Former foundation member, Heidi Inman, is still the signor on the account. Posed to the members if anyone would consider taking this on.

Foundation Logo: At the top of the agenda, Mitch incorporated a new logo. Wanted to get feedback on keeping current logo or perhaps developing a new logo. Topic was discussed without resolution.

Branded Serra Logowear – Guy Grande/Mitch Gruber: Final logos were decided upon and orders for different apparel has been placed with the assistance of Tim Kirkpatrick, owner and operator of Wavelines Surf Shop. Tim graciously has lent his expertise in this area. More importantly, he has offered the foundation to piggy-back his store's screen printing and apparel vendors to give the foundation the benefit of reduced unit costs, thus increasing margins and ultimately profits for the foundation. Although the order was placed, there is no firm date that the apparel will be available for sale. There are still logistical details to work out for eventual

sale and distribution of the logowear. While there was some discussion regarding possibly putting the apparel on the foundation website, nothing yet had been finalized. However, Mitch did explain that his son, Max (Sr. Class President and Top Dog of the SHS "Dog Pound" Rooting Section), was able to sell 500 t-shirts via online marketing and social media. Mitch also highlighted that he can use the foundation's Square account to accomplish this. Tabor Samuelson contributed that she was able to sell and deliver DePortola Middle School logowear at lunch. The committee is always open for suggestions for distribution.

Snack Bar – Robbie Knight: Although Robbie was not in attendance, the only update was the Clairemont forfeit mentioned previously.

Membership – Leigh Ann Peeleman: No report as Leigh Ann was unable to attend.

Grant Committee – Tabor Samuelson: Nothing new to report.

Communication – Ali Kirkpatrick: No report as Ali was unable to attend.

Campus Improvement – Robert Wright: No report as Robert could not attend. However, there was some discussion as to the physical state of the women's bathroom on the visitor's side of the stadium. According to Tabor, the toilets are unusable because they leak water, which is no doubt a safety problem.

Serra Football Booster President – Jessica Serrata: Although the Chargers have left San Diego, the team continues to impact the community by offering a \$70,000.00 grant to improving the football program and weight room. Jessica has taken on the arduous task of putting together a proposal for the Chargers on behalf of the football team and is awaiting a response.

Alumni Liaison – Yvette Moore: No report as Yvette was unable to attend.

Tierrasanta Recreation Counsel – Reid Stanton: Nothing to report as the monthly meeting was cancelled.

New Business:

There was some discussion about next year having an alumni gathering either before or after the Homecoming game. The discussion was spurned by the fact the football team was playing extremely well of late and could be in line for a home playoff game. Such an even could raise awareness for the alumni club as well as foster spirit. One suggestion was going to the Elbow Room on Clairemont Mesa Boulevard, which has turned into a popular place to meet up after home games. Another suggestion was to have a tailgate on the field prior to the game. Word for such an alumni event could be sent out via social media.

Meeting Adjourned: 7:29 p.m.