



## **EDUCATION ALLIANCE OF WASHOE COUNTY BOARD OF DIRECTORS MEETING MINUTES**



March 28, 2022

### **1. OPENING ITEMS**

#### **1.01 Call to Order**

Washoe County School District Administration Building Board Room, 425 East Ninth Street at 4:02 p.m.

#### **1.02 Roll Call**

President Melissa Deadmond and Board members; David Bianchi, Debbie Biersdorff, Kristine Brown Caliger, Joe Cline, Mariluz Garcia; Lauren Garfinkel, Kendall Inskip; Phil Kaiser; Landon Miller, Chris Morgan; Charles Pasillas; Michelle Sanchez-Bickley; David Shintani; and Jill Tolles were present at roll call.

Eric Scheetz arrived at 4:14PM

Absent: John Ahdunko

Guests: Michele Anderson  
Dr. Diane Nicolet  
Beth Smith

Staff: Brittani Haggarty and Kathleen Newman

As EA is a 'committee of the WCSD Board of Trustees,' comments and thanks were extended by Trustees Nicolet and Smith. Both shared positive feedback about Ed Alliance, it's programs, including Principal for a ½ Day, and partners, emphasizing the 'exemplary' role the EA Board holds within the WCSD and our community, supporting students, schools, and educators in a seamless and impactful way.

#### **2.01 Approval of the Minutes from the Meeting of the Education Alliance Board of Directors from January 24, 2022**

**On motion by David Bianchi and second by Lauren Garfinkel, Education Alliance Board of Directors approved the January 24, 2022 Meeting Minutes.**

Yea/Unanimous: Melissa Deadmond, David Bianchi, Debbie Biersdorff, Kristine Brown Caliger, Joe Cline, Mariluz Garcia; Lauren Garfinkel, Kendall Inskip; Phil Kaiser; Landon Miller, Chris Morgan; Charles Pasillas; Michelle Sanchez-Bickley; Eric Scheetz; David Shintani; Jill Tolles.

No public comment.

#### **2.02 Introduction of Michele Anderson, Washoe County School District Chief Communications and Community Engagement Officer.**

Anderson introduced herself, saying she is a graduate from Nevada. She began her career with the City of Reno. She has also worked in Spokane and Phoenix. She is 'happy to be back home' at the WCSD. She has been following the Education Alliance over the years and says she has 'big shoes to fill' with the retirement of Biersdorff.

Biersdorff wanted to make sure Education Alliance was 'put in good hands' with Anderson taking her place on the Board.

### **2.03 Presentation, Discussion, and Update on the 2022 Partner in Education PiE Champion Awardees and PiE Champion Awards Television Special.**

Inskip congratulated Dave Bianchi for receiving the Brent Boynton Partner in Education PiE Champion Lifetime Achievement Award, thanking him for his service to the EA and education community. "All of the things she (Inskip) mentioned makes me feel really old," said Bianchi. Interviews are set to begin over the next few weeks for the television special which is tentatively scheduled to air late April or early May.

### **2.04 Presentation, Discussion, and Update on the distribution of the funding raised for the Healing through Health initiative for elementary schools' need for student physical, nutritional, and social and emotional health support.**

Board members are encouraged to attend the Healing through Health Sponsor Celebration which will take place Wednesday 3/30 10:00am at Hunter Lake Elementary School. Funding of more than \$104,000 was distributed early March to 64 elementary schools and this is the official 'celebration' and opportunity for the media and sponsors to learn how the funding will be used.

Through a graph, Haggarty showed what Principals applied for, including physical education, nutritional, mental health resources. Inskip said that physical education still makes up 44% of principal requests. Schools must report by June 7, 2022 on how they used the money.

### **2.05 Presentation, Discussion, and Possible Action on the Run for Education and evolution of Education Alliance's Fundraising Initiatives and Events such as Distance Learning Laptop Drive and Healing through Health.**

Deadmond began the discussion by saying we learned many things about fundraising and hosting events during the pandemic. With the Run being canceled the past two years, Deadmond welcomed discussion as to the best options moving forward. Inskip stated she and staff engaged in a fact-finding mission: interviews with WCSD school principals, run coordinators/faculty, departments, and WEA; an objective review of facts, numbers over the years; and lessons learned during the pandemic. "Impacts and Challenges" of key reasons EA might look to alternatives to the Run for Education was shared, which include: vendors may not be able to provide the same level of in-kind donations (more than \$83K in 2019); shortages of bus drivers/nutrition services/school staff; labor and time intense year-round work

for one event with all other opportunities tabled for at least five months; and the Run as a family-school-district event rather than a traditional fundraiser.

Board discussion included:

- Tolles described this discussion as a 'cost-benefit' analysis, saying family and parental involvement is in the benefit column.
- Sanchez-Bickley questioned whether the success of Healing through Health was successful because of the 'momentum' of COVID.
- Bianchi said the main benefit is public relations/goodwill – bringing people together while not necessarily being the most cost beneficial and recommended a retreat to have a brainstorming session.
- Garcia asked about the history of the event and Inskip provided data showing a decrease in attendance, funding raised, sponsors and runners since she started in 2014. Garcia likes the role modeling of healthy behavior the event provides.
- Scheetz also indicated it is a big lift and is not doable again this year based on the challenges. He was in favor of targeting more academically inclined students to award.
- Brown Caliger is in favor of waiting one more year due to the burden it places on teachers and administrators. She suggested expanding Partners in Education.
- Cline said explore partnerships with Truckee Meadows Community College and the University of Nevada, student organizations focus on community engagement.
- Morgan suggested focusing on student academic achievement.
- Kaiser is in favor of an event that support more school-specific support with Partners in Education and feels resources that would normally go to the Run could go toward Partners in Education, targeting both fundraising and social engagement. He also suggested the new Hug High as a venue for the Run or other activity.
- Pasillas said 2,600 student runners engaging with teachers/families/community is a key number to reflect on, although he is not necessarily pro or anti run.
- Garfinkel asked if other locations have been considered instead of Scheels or if another group might want to host on EA's behalf. Inskip added the roads were kept safe in 2019 due to the addition of Washoe County CERT. Garfinkel said the Grand Sierra Resort could be a future venue.

**On motion by Eric Scheetz and second by Phil Kaiser, Education Alliance will explore fundraising alternatives to the 2022 Run for Education to more equitably and efficiently serve the most current, timely and targeted needs of WCSD students, schools, and educators.**

Yea/unanimous: Melissa Deadmond, David Bianchi, Debbie Biersdorff, Kristine Brown Caliger, Joe Cline, Mariluz Garcia; Lauren Garfinkel, Kendall Inskip; Phil Kaiser; Landon Miller, Chris Morgan; Charles Pasillas; Michelle Sanchez-Bickley; Eric Scheetz; David Shintani; Jill Tolles

No public comment.

**2.06 Presentation, Discussion, and Update on the structure, programs, and working groups of the Education Alliance for the 2021-2022 School Year, including Board Member Spotlight to share involvement with education and EA, P-16 Advocacy Council**

Scheetz said the April 27 P-16 Advocacy Council meeting will be virtual/ZOOM and will feature UNR College of Education Dean Dr. Donald Easton Brooks.  
Board Member Spotlight was tabled until next meeting.

**3. CLOSING ITEMS**

**3.01 Public Comment**

No public comment.

**3.02 Announcement of next meeting**

The next Board of Directors meeting is scheduled for Monday, June 6, 2022, 4:00 PM at the Reno + Sparks Chamber of Commerce and is required for members due to elections and financial reporting. A mixer will follow.

**3.03 Adjourn Meeting**

There being no further business, President Melissa Deadmond adjourned the meeting at 5:32pm.

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**Melissa Deadmond, President**

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**Date**