



Education Alliance of Washoe County Board of Directors Meeting Minutes Monday, November 21, 2022

1.01 Call to Order: 4:21 p.m. - Eldorado Resort Casino, Skyline Tower, Panoramic Boardroom; 345 N. Virginia Street; Reno, Nevada

1.02 Roll Call:

President Lauren Garfinkel and Board members: John Ahdunko, Michele Anderson, Kristine Brown Caliger, Melissa Deadmond, Cristal Herrera Woodley, Kendall Inskip, Victoria Mason, Landon Miller, Chris Morgan, Manny Ortiz, Charles Pasillas, Ralph Rodriguez, Dave Shintani, and Jill Tolles were present at roll call.

- Non-Voting Member: Student Advisory Council Vice-President, Tegan Richardson
- Staff: Brittani Haggarty and Kathleen Newman
- Absent: Joe Cline, Calen Evans

2.01 Approval of the minutes of the October 10, 2022, Education Alliance Board of Directors meeting.

No edits. No public comment.

On motion by Melissa Deadmond and second by Landon Miller, EA Board of Directors approved the October 10, 2022, meeting minutes.

Yea/Unanimous: John Ahdunko, Michele Anderson, Kristine Brown Caliger, Lauren Garfinkel, Cristal Herrera Woodley, Kendall Inskip, Victoria Mason, Chris Morgan, Manny Ortiz, Charles Pasillas, Ralph Rodriguez, Dave Shintani, and Jill Tolles.

2.02 Introduction and welcome by our host Victoria Mason, Community & Guest Relations Manager, THE ROW/Eldorado Resort Casino/Caesars Entertainment

President Garfinkel extended thanks to The ROW and Victoria Mason for their incomparable support for our signature event this past Saturday.

The ROW is proud to be a sponsor, per Victoria Mason. All three properties have a rich tradition of being Partners in Education, including the Carano family's direct involvement with several schools in the region, starting as early as 1996.

Mason also noted these partnerships go both ways, with students often volunteering at events and programs hosted or sponsored by The ROW. Students obtain community service credit as a result.

Mason says one of the most rewarding parts of her job is working with Washoe schools.

As of this weekend, Mason says the Eldorado Showroom has reopened for shows, just in time for the holidays, after being closed for many months due to COVID-19 and its repercussions.

Kendall Inskip mentioned The ROW received a PiE Champion award in 2019 and highlighted several initiatives The ROW has employed to support students – including workforce shadowing and student engagement rewards.

2.03 Presentation and Discussion from Student Advisory Council Vice President, Tegan Richardson (virtual)

Tegan Richardson updated the board on the workings of the Student Advisory Council. Richardson noted that, in mid-September, the council convened for a retreat. The two primary issues for the council are student engagement and diversity, equity, and inclusion. The group ultimately decided to prioritize student engagement.

Truancy policy is on their list of policies to review, Richardson says, with the goal of making the policy more equitable for students. The council plans to address these issues with the WCSD Board of Trustees.

The council also wants to focus on caring for teachers and reigniting an excitement for education. They will look to EA for ways to partner in accomplishing that goal.

Inskip noted these priorities align well with EA's mission and we look forward to finding shared focus areas to collaborate and support the Student Advisory Council.

2.04 Presentation, Discussion, and Update on the 2022-23 Signature Fundraising Event

Kendall Inskip noted the great success of the Evening of Pure Imagination or EPI – she says we should add a “c” to the end of its acronym – because the night was EPIC!

Gross proceeds from the event estimated as of today, Nov. 21: \$145,508. Inskip will be pursuing additional funding through grants, including one pending with NV Energy, and others such as Walmart, the E.L. Cord Foundation, and the Pennington Foundation. Inskip believes we are on our way to netting \$150,000-160,000 in total funds raised.

Garfinkel noted the event ran very smoothly, especially considering the fact it is a new event. She extended her sincere thanks to all the EA staff for their amazing effort and professionalism.

Inskip recognized Victoria Mason, Ralph Rodriguez, and Landon Miller for their exceptional contributions and then led the directors through a feedback exercise, asking all to offer their suggestions to improve future events.

Discussion: Morgan noted it would be beneficial to invite high-level givers to the event to help augment the bids received on auction items. Inskip agreed and stated the event sold out before individual invites and other promotions could be made, however we are looking to expand space capacity next year.

Herrera-Woodley noted the need for multiple bars at the event to prevent backlogs and long lines. Mason suggested batching any “signature cocktails” in the future for ease of service, as well as providing wine on the tables. Shintani noted a Wolfpack football game may have interfered with some people's attendance at the event. Inskip asked if anyone took advantage of the special room rates at The ROW; Mason said she would follow up with that information. Next year we will promote the special room rates more.

Rodriguez noted how special it was that adults got the opportunity to “be kids again.” Several board members noted it would be advantageous to keep the same theme for future years.

Miller asked for feedback on the program; Garfinkel suggested adding music to augment breaks in between raffle announcements. Miller noted a 30-minute lag during the program schedule but made up some of the time by shortening the time elapsed between raffle giveaways. Morgan recommended announcing the raffle winners all at once so people don't stop buying tickets too early. Mason suggested including visuals and staggering raffle and silent auction winner announcements (e.g. warning attendees when a bidding window is about to close) to spur on people to bid. Inskip noted there were slides of the silent and auction prizes available but additional slides could be added.

Garfinkel noted registration was difficult because of multiple lists and suggested alphabetical lines to simplify check in. Per Caliger, line monitors would be helpful to direct people to open check-in lines.

Morgan suggested offering nametags for the event, to help facilitate attendees' conversations.

Ahdunko noted attendees responded well to the interactivity of the event, particularly the small ‘free’ prizes at multiple seats at each table.

Deadmond suggested streamlining board volunteers more effectively; Inskip said the glow necklace to increase visibility of board raffle sellers didn't pan out as hoped.

Mason suggests posting auction items with purchase opportunities online ahead of the event where attendees could purchase prior, present their receipt at the event, and collect raffle tickets that night.

Ortiz suggested using centerpieces as parting gifts for next year. All directors agree... more bubbles for next year!

2.05 Presentation, Discussion, and Update on the structure, programs, and working groups of the Education Alliance for the 2022-2023 School Year, including 100% Giving Board Goal, 2022 Partner in Education PIE Champion Awards television special, and Principal for a ½ Day

Events

President Garfinkel announced she's taken a new position at TTEC, a company that focuses on global talent acquisition, marketing and communications. EA's partnership with Panasonic has not been impacted by Garfinkel's employment changes, though Garfinkel recommends a Panasonic representative be considered to replace an outgoing board member next year.

Garfinkel thanked the EA Board for meeting the 100% Giving Board goal, retaining the credential for another year.

Principal for a ½ Day is being scheduled with "Meet Your Match" at the Reno+Sparks Chamber of Commerce. Board members will be called upon to volunteer during this event, Garfinkel said. Typically scheduled in February with an evening mixer and following morning/half-day, participants shadow their designated principals and then gather for the Day in Review boxed lunch, and shared experiences. Inskip would like to announce the impact of Caring for Classrooms at this lunch event. Garfinkel noted it will be great to acknowledge Caring for Classrooms at the Principal for a Half Day event in order to encourage further giving.

The PiE Champion Award Special has been running on KTVN 2 News, and has been viewed by most directors. Inskip said there will be a small gathering for awardees on Dec. 2 with United States Congressional representatives presenting certificates of recognition to celebrate their accomplishments and commend them for their efforts.

2.06 Consideration and Approval of the Education Alliance 2022-23 Budget

Chris Morgan kicked off our discussion by reviewing the 2022-23 Budget and Consolidation Proposal, which allows EA funds to be apportioned appropriately and responsibly, recognizing donor and sponsor intent, especially as EA shifts its focus on various initiatives year-to-year and sunsets some individual programs (e.g. Distance Learning Laptop Drive, Run for Education, etc.).

Kendall Inskip noted there are no funds in the budget for the P-16 Advocacy Council since it is on hiatus pending its potential involvement in a forthcoming WCSD strategic plan.

Melissa Deadmond offered her support of the consolidation plan noting it falls in line with the flexible nature of EA's future, focusing on being nimble enough to address the district's highest needs year to year. Inskip reported she reached out to Healing through Health donors (Raley's and Renown) to secure approval to shift their funding into Caring for Classrooms, either unrestricted for all five pillars or restricted, to student health & wellness or technology for example, putting the highest priority on honoring donor intent.

Morgan noted that EA currently has a healthy amount of money and said – at some point – we'll need to decide whether it's prudent to spend it down to a certain amount each year, create a rainy-day fund, or employ other strategies. Inskip said a key area to consider when it comes to investing any surplus funds is the health of the EA organization - retaining and hiring staff, for example.

On motion by Chris Morgan and second by Dave Shintani, the Education Alliance Board of Directors voted to approve the 2022-2023 Budget with the Consolidation Proposal.

No public comment.

Yea/Unanimous: John Ahdunko, Michele Anderson, Kristine Brown Caliger, Melissa Deadmond, Lauren Garfinkel, Cristal Herrera Woodley, Kendall Inskip, Victoria Mason, Landon Miller, Manny Ortiz, Charles Pasillas, Ralph Rodriguez, and Jill Tolles.

3.01 Public Comment - None

3.02 Announcement of next meeting.

The next Education Alliance Board of Directors meeting is scheduled for January 23, 2023 at 4 p.m. at the WCSD Administration Building in the Board of Trustees meeting room.

3.03 Adjourn Meeting

There being no further business, President Lauren Garfinkel adjourned the meeting at 5:32 p.m.

Lauren Garfinkel, President

Date