

## Notes of Peacekey Board Meeting 2/15/2009

### In attendance:

Melissa Einhorn, CEO/President  
Gary Einhorn Secretary  
Maureen Piscani CFO/Treasurer

Guests: Barbara Large and Michelle DeBerge

### Introductions

### Update on WCCHS:

Plans to move to new site

Fiscal Crisis

Plans to incorporate more Challenge Day techniques into homerooms

Discussed need for student buy-in as well as importance for staff to be versed in techniques before students can learn them.

#### Actions Items:

1. Gary and Barbara will meet to discuss strategies and make plan
2. Gary will ask LC teacher about results of past school climate survey and ask to re-administer survey.
3. Gary will try to develop another Teacher inservice to teach principles to teachers
4. Gary will find a local Challenge Day for Barbara and Jochelle (WCCHS JC teacher) to visit

### Goal 1: Fundraiser

Decided that all money from the fundraiser will go to WCCHS. The fundraiser will be 4/26 at 33 Revolutions in El Cerrito.

#### Action Items:

1. Need a person to head up fundraiser and meet with owner of 33 Revolutions---Maureen and Barbara
2. Create Power Point--Melissa
3. Get Kids to Speak at Event--Gary
4. Sell Reusable Bags--Gary
5. Create Brochures--Melissa
6. Secure Bands---Barbara (Gary will ask Nick, a WCCHS student, and Eliyahu, a former WCCHS teacher and Melissa will ask Tony Lowe.)
7. Market Fundraiser and Make facebook event--Michelle DeBerge
8. Send Logo to Michelle--Gary
9. Post event on Web--Gary

### Goal 2: Networking

Networking will happen at Fundraiser, but Melissa reminded all board members to take every opportunity to remind people about peacekey and direct them to the website.

Action Item:

Gary will speak at Rotary Club on 3/20 and bring a Student (perhaps another Board Member)

Goal 3:           New Board Members

By Unanimous Vote, Michelle DeBerge joined the Peacekey Board as the Peacekey representative to the WCCHS board.

Melissa announced her move to Madison but will remain as Board President, conducting business via email and phone. Barbara Large will be added as a Peacekey Consultant.

A short discussion occurred about the need for Peacekey to remain influential at school and to bring functionality to board.

Action Item: Gary will add Barbara and Michelle to website (along with Michelle's email address.)

Next Board Meeting will be Thursday 4/16 from 7pm-9pm at 33 Revolutions in El Cerrito.

Appreciations to check-out