

Minutes
Chaffey College Foundation
Board of Directors Meeting
Thursday, February 21, 2008
Mid-year Retreat

The annual mid-year retreat meeting of the Chaffey College Foundation Board of Directors was held on Thursday, February 21, 2008 at the Double Tree Hotel Ontario. The meeting was called to order at 1:18 p.m. by President, Sue Sundell.

Members Present: Jeanne Batista, Earl Davis, Sandy Forney, Ken Galasso, Sherrie Moore, Loren Sanchez, Sue Sundell, and Jim Touchstone

Members Excused: Bob Cruz, Ruben Estrada, Curt Hagman, Sue Ovitt, Sandra Rose, Janice Rutherford, Wayne Scaggs, and Maria Tesoro-Fermin

Members Absent : Bob Brown, Alex Espinoza, Georges Kfoury

Guests: **Dr. Henry Shannon**

Staff: Cid Pinedo, Marie Edmison, Lissa Napoli, Yubel Svensson, and Elora Kokalari

I. Welcome/Introductions/Business Meeting/Financial Report

- A. Sue welcomed Directors. Self introductions were made. Sue commented that the new members may benefit by knowing about the accounts in the budget. Cid gave a brief review; informing the directors that the Foundation oversees approximately 70 restricted departmental accounts in addition to our general operating accounts. The Foundation's responsibility with these accounts is to ensure that proper accounting practices are followed and that account criteria are adhered to. The Foundation office earns interest on the monies housed in these accounts, but does not charge administrative fees.
- B. Cid gave an update on Ruben's inquiry about the online donation during college registration request that was initiated about 2 years ago. Cid stated that the college is working on the request; however, it hasn't been prioritized by the steering committee. Cid read a portion of an email response from Melanie Siddiqi, Director of Administrative System. In the interim, a link can be added to the website that would take the student to another site to process donations if desired.
- C. Jim asked that the scholarship application be more visible within our website. Sue asked that we evaluate the current application and do some re-wording. Sue would like staff to propose a new application and submit it to committee for approval. Cid commented that Yubel is working with counselors and ambassadors to communicate to local high schools. Yubel will also be involved in the financial aide workshops. Jeanne asked what the process is currently for our off site campuses. Cid explained that we send flyers and applications and ask the coordinators to distribute them. Cid commented that our application return rate is about 10%.
- D. Cid welcomed Dr. Shannon and expressed how fortunate we are that Dr. Shannon wants to be involved with the Foundation.
- E. Earl spoke to the Directors about the college becoming fiscally independent; explaining that it has been a multi year undertaking. Payroll is the final step in the process and is scheduled to be in place by July 1. Earl described several side benefits of being fiscally independent including strengthening us internally. The greatest benefit, Earl states, is to the community since payments to vendors will be done more timely. Chaffey College will be the first federal agency in the San Bernardino County to become fully fiscally independent. Full time staff has been added, including an internal auditor, in order to achieve this independence.
- F. Dr. Shannon commented that he is impressed with the mission of the Foundation working in line with the mission of the College.
- G. Dr. Shannon gave a Chaffey update; stating that the Chino campus will open March 24. Dr. Shannon also commented that he has asked Cid to step up to help in Chino. Discussion was held regarding the budget reductions and the need to cut back with out impacting people and students.

I. Welcome/Introductions/Business Meeting/Financial Report (continued)

- H. The 125 year celebration will be held Saturday, March 29 at the Rancho Cucamonga campus. Activities will take place throughout the day. All board members are invited to attend. Invitations are in the process of being approved and then printed and should be in the mail soon. Cid commented that we will hopefully have our new Alumni Director on board by then to greet the Alumni.
- I. Cid spoke about the Travel Tours being offered and gave a hand-out to the Directors for the Italy trip. In the future, the cost for these trips will have a donation to the Foundation built into them. These trips can be good prospecting tools for planned giving. We are anticipating offering 4-8 trips per year.
- J. Cid informed the Directors that the Alumni/Hall of Fame Banquet will be held on Thursday, April 10, 2008. If any Directors have a nomination, please notify Cid or Marie as soon as possible. Consideration is being given to the highest grossing auctioneer, the Chief of Police in Chino, the Warden of the California Institute for Women in Chino, and a Superior Court Judge.
- K. Cid reminded the Directors that the College has agreed to hire and fund an Alumni Director position. Interview are being held next week; first level on Tuesday and second level on Thursday. The Directors inquired about the job description for the position. (Lissa Napoli was asked to step out of the meeting room since she is a candidate.) Cid stated that the Alumni Director is someone who can work with the college community, identify and cultivate prospects within the community and alumni. The AD would have fundraising responsibilities and would be involved in events and committees. The AD would also work with clubs on campus; organizing and planning events. The Alumni Director would assist in creating an Alumni Board of Directors; although not right away. Cid stated that he would forward the official position description to the Directors.

II. Foundation Business

A. Action Items

- 1 Approval of October 2007, November 2007, and December 2007 Minutes
- 2 New Board Member(s)
None proposed.
- 3 Revision/Augmentation to 2007/2008 budget
 - a New Restricted line item – EOPS Fund
 - b New Restricted line item – Foundation Travel Tours
 - c Augmentation to the Unrestricted line item – Special Events
 - d Augmentation to the Unrestricted line item – Supplies/Postage
 - e Augmentation to the Restricted line item – Broadcasting
 - f Augmentation to the Restricted line item – Biology
 - g Augmentation to the Restricted line item – Art/Ceramics
 - h Augmentation to the Restricted line item – Theatre Arts

Earl Davis made a motion to approve the consent agenda. Sherrie Moore seconded the motion. The vote was unanimous to approve the consent agenda with ayes all around.

II. Financial Report

- A. Earl discussed and reviewed the financial reports handed out to the Directors (specifically the December financials) and pointed out the need for an audit committee now that the Foundation has grown beyond \$2 million mark. An Audit Committee will ensure audits are being conducted. The committee should consist of the Foundation Board President, Treasurer, Director and the Executive Director. A copy of the Foundation's Investment Policy was also provided.
- B. Sue requested a separate endowment scholarship report; showing the amount endowed and the amount awarded.

III. Naming Opportunity Policy & Procedures

- A. The college currently has a naming policy; however, it states that a building can be named in honor of someone who has given to the College in any form. (not necessarily monetarily) Dr. Shannon wants to make sure that money is attached to any future naming opportunities. Cid, in response to Dr. Shannon's request, gathered policy examples from 4 other colleges. Copies of these examples were handed out to the Directors. Cid asked the Directors to review the policies and then provide him with feedback, both good and bad as soon as possible. Cid elaborated that they have a \$2 million donor in Chino wanting to have the Health Science School named after him. Cid informed the Directors that should the college get the donation; the check(s) would be directed to the Foundation. The Foundation would house the money and invest it; gaining interest on the donation. The College would invoice the Foundation as money is needed to pay the vendors. Cid requested that the Directors give their feedback within the next two weeks, and asked that Marie convene a meeting of the committee to discuss future policy in more detail. Cid would like this to be wrapped up in the next 30 days.

IV. Transition Event Discussion

- A. Cid gave an update from the Telethon; stating that this was our 5th and final telethon. The Telethon went off air with a final tote board of \$408,000; however, additional money continued to come in. Anthony Munoz contributed an additional \$20,000. The final tally is currently \$431,925.00 for the 2008 Telethon! The 5 year tally is \$1,166,925.00! Our challenge now, is how do we keep donors engaged as we transition to some other event(s)? What is a realistic and viable option as a replacement? Dr. Shannon discussed the option of a Presidential Gala Dinner where we could highlight the college. The event would be a black tie event with sponsorships and the proceeds would be directed towards scholarships. Sue commented that we don't want to lose the momentum and suggested that we could hold a smaller dinner event until we can develop another larger scale event. Discussion was held and both the University of LaVerne and the Esperanza Foundation's dinners were cited. If the Directors decide upon a Gala Dinner, we will need to be mindful of the time of year it's held and should also develop sponsor levels, showing 'perks' of their sponsorship. Cid commented that videos could be created leading up to the event. Time Warner and Charter agreed to air announcements. Cid informed the Directors that the Fund A Dream marketing materials are being finalized now and could be tied into the dinner. The possibility of securing an underwriter was discussed in order to keep the pricing affordable. The Directors recommended hiring an event planner for this event. Loren Sanchez made a motion to move ahead for the Gala Dinner to be held in October (Fall) of 2008. Jim Touchstone seconded the motion; however, Sue requested that staff bring back suggestions and information and then present it to the Directors during the April Board Meeting so that the rest of the board can also have an opportunity to approve the event. The consensus of the Directors present was that no one should be honored at the first Gala Dinner; instead, this event could be used as an opportunity for the guests to get to know Dr. Shannon. Cid commented that he knows of two Event Planners. Sue requested that a sub-committee be formed to discuss the requirements and funding for the Event Planner. Discussion was held about including a silent/live auction during the Gala Dinner; the majority of the Directors present said that they didn't want an auction.

V. Golf Report

- A. Jim Touchstone gave the Directors information regarding this year's Golf Tournament; stating that the committee considered other courses this year and decided to hold the tournament at Los Serranos in Chino Hills. Los Serranos offers two courses as did Eagle Glen; however, the courses at Los Serranos are at the same location and don't require the golfers to drive to a separate course. This will be of benefit not only to the golfers, but to the volunteers and staff since there won't be a need for duplication of staffing efforts for registration and contests. This year the Foundation is considering partnering with Anthony Munoz. This partnership could bring additional sponsors. Cid is working on the negotiations with the Anthony Munoz Foundation. 10% is the maximum amount that we are willing to offer the Anthony Munoz Foundation. Jim also stated that Pin-up Golf is joining our tournament again this year. A few directors asked if other options were available. Cid stated that we were pleased with the response last year in comparison to hiring the Mulligan Man. There has been discussion about holding a VIP reception at the Double Tree Hotel on Sunday evening before the Monday tournament. This could afford sponsors the opportunity to have pictures taken and obtain autographs from the celebrities participating in the tournament. Cid spoke with Kelly Yang's replacement and said she loved the idea of sponsoring the flights. Earl commended the Golf Committee for moving the tournament back into the district boundaries. Cid thanked Sandra and Bill Rose stating that they were both helpful in contacting/contracting with the Kramer's at Los Serranos.

VI. Other

- A. Sue requested the Directors be surveyed again for board meetings; asking their preferred time, place, and frequency for meetings.
- B. Dr. Shannon suggested that a summary of what's been done since the Annual Retreat be compiled and given to the Directors.
- C. Ruben (arrived 4:53), spoke briefly about the Fund A Dream program, citing high school statistics as well as the need to start promoting the "FAD" program.
- D. The topic of recognizing former Directors and Presidents was asked to be placed on the agenda for the next board meeting. Executive Committee will develop a plan and then present it to the entire board in March.
- E. Georges (arrived 4:53), asked that we develop a Strategic Plan.
- F. Sue recapped the transition event discussion for the benefit of both Ruben and Georges.

The meeting adjourned at 5:13 p.m.

Respectfully submitted,
Sue Ovitt
Secretary