

Minutes
Chaffey College Foundation
Board of Directors Meeting
Annual Retreat
Saturday, July 14 & Sunday, July 15, 2007

The annual retreat meeting of the Chaffey College Foundation Board of Directors was held on Saturday, July 14 and Sunday, July 15, at the Temecula Creek Inn, Temecula, CA. The Saturday meeting was called to order at 9:03 a.m. by Immediate Past President, Ruben Estrada.

Members Present: Jeanne Batista, Earl Davis, Ruben Estrada, Sandy Forney, Ken Galasso, Curt Hagman, Georges Kfoury, Sherrie Moore, Sue Ovitt, Sandra Rose, Jerry Silva, Sue Sundell, and James Touchstone

Members Excused: Bob Brown, Bob Cruz, Alex Espinoza, Janice Rutherford, and Maria Tesoro-Fermin

Members Absent:

Guests: **Bob Balzer, Ginger Ontiveros, Marty Powell, and Sue Powell**

Staff: Cid Pinedo, Marie Edmison and Lissa Napoli

Morning Session – Business Meeting

Ruben Estrada opened the meeting welcoming the Directors. Ruben then turned the meeting over to Sue Sundell, President

Sue thanked Ruben for his leadership while President of the Foundation Board.

Sue called attention to the agenda asking if Alex Espinoza was to be Vice President. Cid stated that the Executive Committee has not yet identified any Vice Presidents.

Self introductions were made.

Action Items

- Approval of June 2007 Minutes
- Approval of April and May 2007 Financial Reports
- Proposal of new Director, Loren Sanchez
- Revisions/Augmentation to the 2007-2008 Budget:
 - Augmentation to the restricted line item “Chaffey College Dance Team”
 - New restricted line item “Chaffey College Art Committee”
- Election of Sue Ovitt as Secretary

Earl Davis made the motion to approve the action items presented. Sherrie Moore seconded the motion. The vote was unanimous, with ayes all around.

Golf Report

Jim Touchstone gave the Directors a golf report stating that the event went well; however our net was down approximately \$4,000 from last year. The golfer numbers did increase. The tournament grossed \$118,000. Jim reminded the Directors that the proceeds will be split 65/35 with the Athletic department. Jim also stated that the Foundations portion of the proceeds goes towards general fund money.

Telethon Report

Bob Balzer addressed the Directors, informing them that the Telethon was developed with a five year life cycle in mind. The five year goal is to reach \$1 million dollars with the proceeds exclusively for scholarships. Last year alone, \$244,000 was raised. To date, \$735,000 has been raised over the four telethons. Bob announced that the Children's Fund has committed to two endowments this year. Fifteen endowment funds have been created during the first four telethons. Seventeen additional endowment funds have been committed for this year's telethon. The goal for this year's telethon of \$265,000 has already been surpassed; we are at \$309,000 not including any proceeds received from premium offerings. The Colonies \$50,000 commitment will put us over our goal. Bob stated that he already has the media coverage in place. The Colonies endowment may expand next year if they are satisfied with the results from this year's commitment. Endowments should be the key element for the transition event. Sue presented the question of 'How do we maintain and grow those relationships now that Bob can no longer fundraise for the Foundation and John is no longer on the board?' Bob responded by saying that Cid has been introduced to all of the vital contacts and would be willing to assist in any necessary introductions with Dr. Shannon.

Executive Director Report

Year in Review:

Cid addressed the board stating that a year and a half ago the Scholarship Program Assistant, Christie Johnson, decided to leave the Foundation and become a stay at home mom. Since that time, the position has not been filled. Lissa, Wendy, and Marie have been sharing the responsibilities for that position. The Scholarship/Grant Writer position has been approved, but not funded. The Foundation will need to contribute a few thousand dollars in order to fund the Scholarship Program Assistant position. The District provides hourly money and we can convert some of that to salary. Cid will be meeting with Karen Sanders on Tuesday to approve and then announce the position.

The Alumni Director, Sandy Hardie, was considered a "Manager on loan" and has opted for her retreat rights to return to the classroom. As of July, 1 Sandy will move to a full-time professor position. Dr. Kane has agreed that we can keep the position; but change it to a Director of Alumni/Foundation title. Cid expects to have the job description ready for Dr. Kane's approval in two weeks.

The Foundation coordinated approximately \$600,000 in scholarships last year. Accounts have been created when appropriate and scholarship cards have been issued. When accounts are established, the money deposited sits in our bank account, earning interest until it is used by the student. There are approximately 300 active student accounts at this time. The Foundation receives monthly billings from the bookstore and the cashier's office for each student's monthly transactions. Ruben has a contact that makes debit cards and asked if moving to a debit card would streamline the process. In addition to the scholarship accounts, the Foundation manages nearly 70 departmental accounts.

Since Governmental Relations responsibilities have been added to Cid's job description, additional events are being coordinated through the Foundation office.

On-Line to College Report:

The On-Line to College program began 9 years ago, promising 5th graders that once they graduate from Montclair High School, and if they wish to continue their education at Chaffey College that Chaffey would fund their education. Lee McDougal has been very helpful and cooperative in assisting with this program. Currently between 35 and 38 students are attending Chaffey. Lee is looking at additional grant opportunities to assist with funding this program. In order for students to be funded through this program, the student must complete the FAFSA. Our cost was approximately \$3,000 after all other forms of aid were awarded. Earl stated that he feels this is a terrific program and that he believes that nearly all of the students are first generation college students.

Executive Director Report (continued)

Previous Midyear and Annual Retreat Review:

Cid briefly reviewed topics from last year's annual retreat and the mid-year retreat, including the development of an Advisory Council, the Transition Event, Board Member Recognition, Term Limits, Swap Meet Fundraiser, and General Fund efforts. Ruben asked for an update on the registration donations. Cid stated that we had been waiting approval from the technical committee and have finally agreed to a prototype. There may be two additional screens that the student has to fill out before the district can issue us check. Procedures are being worked out.

After re-convening from break, Cid introduced Ginger Ontiveros from Victor Valley College as the Facilitator for the remainder of the meeting. Ginger asked for self introductions to be made and for each person to name their affiliation and describe a time when someone helped you and how their help made you feel.

Dr. Henry Shannon - President's Vision & Advisory Council

Dr. Shannon was introduced to the Directors. Dr. Shannon gave a power point presentation to the Directors and distributed a hand-out listing the top two-year college endowments. Dr. Shannon stated that he would like to see Chaffey College on that list in five years. Dr. Shannon stated that this can be achieved through annual giving, planned giving, and alumni development.

Discussion was held regarding the development of an Advisory Council. Ruben asked Dr. Shannon what or how he sees the advisory council. Dr. Shannon stated that the Advisory Council should be made up of friends of Chaffey (including Alumni). He envisions that they would meet one or two times a year. It would be someone that can't make regular monthly meetings, but would use their contacts and ask for help raising money for the college.

Transition Event Committee Report

Ginger facilitated this portion of the meeting, asking the Directors to break into groups and discuss four topics:

1. Sue described an online auction fundraiser stating that the necessary software would be donated to the Foundation. The idea is to get auction items such as condo stays, art, and memorabilia etc. at a variety of price levels to offer for auction. Emails and letters could be sent to advertise the auction.
2. Sandy described the idea of a Presidential Gala/Dinner fundraiser stating that a silent auction and online auction could also be part of this event. The dinner would be for approximately 500 people and would include entertainment. The Gala should be a black tie event with tickets in the \$125 range.
3. Cid (in Ron's absence) described a possible fundraising event that could be held at the Ontario Convention Center. Possibilities include a concert or a dinner theatre performed by local dignitaries. Bob Brown has agreed to reduce the fees from the Convention Center. This event allows for sponsorship levels and ticket sales.
4. Ruben described a possible fundraising event that could be held at the California Speedway; perhaps a mini marathon.

Transition Event Committee Report (continued)

Groups formed were:

- A. Jerry, Sue, Bob, Sandy, & Sherrie
- B. Earl, Cid, Sandra, & Jim
- C. Sue, Curt, Lissa, & Ken
- D. Jeanne, Ruben, Georges, & Dr. Shannon

1. Gala/Alumni dinner auction:

- Existing donor base
- Tie in with online auction
- Ticket attendance dependent
- Community recognition
- Sell endowments
- Potential \$250,000

2. Ontario Convention Center Dinner Theatre:

- Would need board help to sell tickets, find talent, and staff
- Labor intensive
- Marketing opportunities
- VIP component
- Incorporate auctions

3. Online Auction:

- Low cost
- Low impact to staff
- Runs independently from other events
- Links to contributing donors website(s)
- Labor would be securing auction items, mailings and picking up items.

4. California Speedway:

- Marathon – Race for Student Success
- Promotes family fitness
- Hire company to run the event and organize the event
- Liabilities, traffic control, security, permits
- Speedway sponsors = revenue potential

A vote was taken by the Directors and the top 2 event ideas were the Gala Dinner and the Speedway Marathon. After further discussion, the vote was 11 Directors for the Speedway Marathon and 4 Directors in favor of the Gala Dinner. The possibility of resistance from the Athletics department to convert the existing Alumni / Hall of Fame Dinner into a Gala was discussed and it was decided that a new and separate event would have to be developed. Discussion regarding the Speedway Marathon included comments that this would be a unique event for the area. It is also family oriented like the telethon and not subject to ticket sales. The marathon idea has the opportunity for growth over the years. The Foundation could incorporate a street fair event at the end of the marathon and have sponsored stops along the way.

Fund A Dream Program

Ruben led the discussion by commenting that 1 out of 3 high school students will not graduate and of those that do graduate, 13.4% go on to college. Business' need a better trained workforce.

Each business saying they will fund 1 dream a year (\$1,000) would receive a plaque with the student's name on it and the student would write a letter to the business owner expressing their gratitude. Discussion by the Directors included comments that:

- 25% would go to the general fund

- Is 25% the appropriate percentage?

- The program could be staff and/or board intensive

- A lot of businesses are too small and are limited in funds

- Continued recognition

- Funding students beyond one year

- Awardable in increments to ensure continued enrollment

- County partnerships

During the break, Katie Roberts, Paul Gomez, Gloria Romero, Gary Ovitt, and Jim joined the meeting for the presentation by George Chaffey.

Chaffey Presentation

A presentation was given to the Directors and guests by 'George Chaffey' giving the history of the Chaffey brothers and the early years of Chaffey College.

At the conclusion of the presentation, Cid announced that the bus will leave at 6:00 p.m. for dinner. Don Galleano has provided both wine and champagne for the trip.

The meeting concluded at 4:20 p.m. and is scheduled to resume tomorrow (Sunday) at 9:00 a.m. Breakfast will be served between 7:30 – 8:30 a.m. It is anticipated that we will conclude the meeting around 11:00 a.m. Check-out is 12:00 noon.

Minutes
Chaffey College Foundation
Board of Directors Meeting
Annual Retreat
Saturday, July 14 & Sunday, July 15, 2007

The annual retreat meeting of the Chaffey College Foundation Board of Directors was held on Saturday, July 14 and Sunday, July 15, at the Temecula Creek Inn, Temecula, CA. The meeting resumed on Sunday and was called to order at 9:15 a.m. by President, Sue Sundell. Directors present for Sunday's meeting were, Ken Galasso, Jerry Silva, Earl Davis, Jeanne Batista, Georges Kfoury, Sandra Rose, Ruben Estrada, Sherrie Moore, and Sandy Forney. Staff included Cid Pinedo, Marie Edmison, Lissa Napoli, and Dr. Shannon.

Roster Review/Director Demographics

Board rosters were distributed and discussion was led by Sue regarding board development. Key considerations should include the area the potential Director represents, ethnicity, and type of service. Specific needs for representation were identified as:

- Low income
- Alumni
- Medical field
- Automotive industry
- Media = IVDB
- Montclair – medical, retail, auto
- Technology
- Logistics/manufacturing

Donor Management

The following individuals were identified:

- Randall Lewis
 - Rich King
 - Frank from IVDB
 - Jim Previty
 - Dan Richards/Jeff Burum from Colonies
 - Tony Meise
 - Renee Biane
 - Bob Cable
 - ? Sampson from WGB Business Services (Sherrie Moore suggested, but wasn't sure of his first name)
 - Gail Horton
 - Paul Darafeed
 - Scott Denton
 - Mark Baragan
 - Greg Batten
 - Paul Hofer
 - Griffin Wayne
 - Troy ? (Georges couldn't remember his last name)
 - Jeff Anderson
 - Mike Sater
-

Donor Management (continued)

- Chris Meyers from Citizens Business Bank
- Dr. James Lally
- Brent Coldwell
- Alex Burkowich
- Larry Martin from Montclair Plaza
- Rod Carter from RBC Dain Rauscher
- Andy Fass/Steve Stalhberg
- Rudy Hanley
- Larry Sharp
- Lance Holman (Ilmain?)
- Mark Leggio & Chris
- Scott Laurie
- Herb Hafif
- John Barusha
- Nick Mitchell
- Reggie King
- Mike Arragon
- Sam Maloof
- Kaiser Permanente and San Antonio Community Hospital representatives
- Chuck Keagle
- Sam Crowe
- Alan Scheu
- Paula and Bill Grigsby

Ginger ask the Directors to identify who they feel needs to be introduced to Dr. Shannon and to identify four or five that he should meet with right away. The Directors suggested that Dr. Shannon should be introduced to:

- All Mayor/City Councils/City Managers/Elected officials for the areas Chaffey serves
- John Husing
- Herb Fischer
- Edmond Heatley
- Superintendents
- Steve Pontell
- Jim Brulte
- Herb Hafif
- Randall Lewis
- Ontario Airport GM, Jess Romo
- Dawson from CIW
- Brian McGowan
- Frank from IVDB
- Paul Hofer
- Sam Maloof
- Senator, Bob Dutton

The Directors then identified the four names they felt Dr. Shannon should meet with as soon as possible as:

- John Husing
- Herb Fischer
- Randall Lewis
- Frank from IVDB

Randall Lewis was identified as being the #1 choice. These individuals should be kept engaged in the activities of the college and the Foundation and should be contacted at minimum, two times between asks for support.

The Presidents Circle should require a minimum annual giving of \$1,000 unrestricted income. Quarterly lunches could be offered by the culinary arts program and could highlight department presentations and allow the donors to interact with students.

Ideas for making contact with potential donors prior to asking for support were discussed and included:

- Holiday cards
- Birthday cards
- Private thank you note
- An update or invitation related to the prospects interests
- Campus tour/department visit

Once “the ask” is made, be sure to thank the individual and recognize their support.

What is a valued board member?

- Identified with organization
- Participates in meetings
- Supports our efforts
- Supports board decisions
- Dissenting opinion (respectfully)
- Follows through
- Is involved in the community and has influence
- Willing to raise money

Directors were then asked to write down what they will commit to do in the next 12 months to benefit the Foundation. After papers were completed, they were turned in to Cid for review.

Southern California Edison Grant Opportunities

Jerry Silva addressed the Directors and distributed a flyer. Jerry stated that like many businesses, August or September is the timeline for approval of his budget for the whole year. Jerry stated that Edison has grant opportunities ranging between \$10,000 and \$100,000. Grants for environment, workforce training, and educational leadership are some that are offered. Discussion using the Fund A Dream program as an example of how a grant proposal could be developed, took place. Jerry stated that no administrative cost can be included in the grant proposal.

Cid reminded the Directors that there is no board meeting held in August.

The meeting was adjourned at 11:16 a.m.