

**Minutes of the REGULAR Meeting  
of the  
BOARD of DIRECTORS  
Crafton Hills College Foundation**

**DATE:** March 20, 2008

**LOCATION:** Crafton Center

**PRESIDING:** Donald J. Nydam, President

**ATTENDANCE:**   **Present:**   Don Nydam, Gloria Harrison, Lynn Baldi, Patrick Fite,  
Donna Ferracone, Daniel Bahner, David Raley, Win Carl,  
Gene Wood, Cheryl Bardowell, Judi Battey, Betty Jo Wood  
                  **Absent:**   Cheryl Cox, Gordon Clopine, Marie Alonzo, Charlie Ng,  
Ray Quinto, Mick Gallagher  
                  **Guests:**   Ericka Paddock, Arcadio Torres

**1.    Call to Order**

The meeting was called to order by Pres. Don Nydam at 7:05 A.M.

**2.    Opening Remarks**

Pres. Nydam read a letter from Chancellor Don Averill thanking the Board for its efforts in the successful passing of Measure "M". Pres. Nydam re-iterated that thanks, especially noting the efforts of Mr. Carl, who demurred, saying it was a team effort, with everyone pitching in. Pres. Nydam noted is as remarkable that a bond issue started in December was passed in February. He states that shows the support the Foundation has built in the District. He said, "There is a respect for what you're doing. Gloria has great respect in the community." He further stated that we are the fastest-moving area in the US, and that we have an opportunity to stay ahead of the growth as a college. He continued, "We have the money for the "hard stuff", the buildings, but we need money for soft items, such as landscaping, and we get to see this and be a part of it." He invited Board members to attend meetings of the Executive Committee, regularly scheduled for the first Monday of each month.

Gloria Harrison discussed the production of "La Traviata", a University of Redlands/ Crafton Hills College collaborative effort, to be staged at the Finkelstein PAC April 3 through 6. Cheryl Bardowell asked if the Board members had received postcard notification and all indicated they had.

**3.    Secretary's Report - Gloria Harrison**

(a)   **Our Story to Tell** – Ms. Harrison discussed the budget concerns of SBCCD. She stated that the District has a very healthy reserve, despite the state crises, due to conservative planning. The budget should remain the same as last year, dipping into the reserve. The \$1,000,000 shortfall will be taken out of the reserve and no program will suffer. She stated, "It is difficult to cut a budget three-quarters of the way into a fiscal year." She stated that she was very pleased that our Chancellor has been as prudent as he has been, and that, even though the deficit may increase in May 2008, the District reserves will cover it. She continued by saying that the challenges will be significant next year.

The Board of Trustees will adopt a budget in September, but the statewide budget may impact it. They hope to make up the difference by attrition, not lay-offs. They do not want to cut offerings to students, and we plan to have a “full and robust” Summer Session and Primary Session. She stated that perhaps there would be some incentive to retirement, but clarified that Dean Ferracone would be exempt from that offer. Student Learning Outcomes, Basic Skills studies and Best Practices are being evaluated as we move forward.

The session with Patrick O’Reilly has been helpful in directing our focus on how we will tell Our Story, which will lead to branding. It was a remarkable session in re: to addressing how we want to be recognized. It is the first of many sessions, and proves the importance of having an outsider’s perspective. Our Story must be concise. She stated a nugget of advertising wisdom from Bill Harrison, “A good bill board has no more than seven words”, illustrating the importance of that fact. She closed by stating that, when times are challenging, opportunities are there...to be more efficient and to make better use of resources. Win Carl added that tough times help our enrollment.

- (b) **Emergency Book Loans** - Ms. Harrison added that CHC is receiving four times the usual number of requests for emergency book loans. She reminded the Board that the “Fund an Item” feature of our live auction at the Gala will offer guests an opportunity to donate toward the book loan fund.

#### 4. **Minutes of the Meeting**

**IT WAS MOVED** by Win Carl, seconded by Patrick Fite and unanimously carried to approve the minutes of the December 13, 2007, meeting as read.

#### 5. **Financials**

- (a) **Treasurer’s Report** – Win Carl

Mr. Carl stated that earnings will decrease on Foundation investments, due to the interest rate reduction, but affirmed that the Finance committee will do its best to be prudent.

- (b) **Gifts to College**
- (c) **Balance Sheet Previous Year Comparison**
- (d) **Financial Recap**

*(See attached copies of the Financial Recap and Balance Sheet)*

#### 6. **Annual Planning** – Dates and Events

- (a) Executive Committee - Don Nydam stated that the Executive Committee is looking at the questions “Who are we?”, “Where are we going? and “What do we want to be?” , adding that our job, as a Foundation, is to determine our needs and raise the money to meet them.
- (b) Cheryl Bardowell distributed a calendar of key College and Foundation events and a 2008 planning document.

- (c) The 2008 Gala – Ms. Bardowell stated that the Gala planning is moving along, with the anticipation of proceeds surpassing last year’s event. Gloria Harrison revealed that there is the possibility of an additional sponsor at the \$10,000 level. Don Nydam encouraged, “We’re beginning to do it right. Sponsors bring in the big money. Guests bring the exposure to our story and enthusiasm for our goals. Event Chair Donna Ferracone shared high lights of the event, which will include a DJ, live music, a performance of “The Hustle” by CHC students and an Honor Guard from the CHC Fire Academy. Live auction items secured include a pontoon boat ride with an overnight stay at Big Bear Lake, and a firehouse dinner with a ride on a fire truck. Fund an Item will include donations toward the emergency textbook loan program and firefighter turn-outs. David Raley suggested that we feature a display of textbooks with their prices on them to encourage bidding.

**7. The Board – Don Nydam**

- (a) **Our Commitment** – Don Nydam stated that our commitment will be determined by our story.
- (b) **Our Involvement** – The Board’s involvement will include taking the story to the students, to the people in the community and to CHC faculty.

**8. Development – Cheryl Bardowell**

- (a) Annual Giving – Giving this fiscal year to date is approximately \$7,000.00
- (b) Planned Giving – Three employees have talked about planned giving as a response to the mailer sent in January, which generated five responses.
- (c) Alumni Program – Alumni outreach has begun to bear fruit. 250 people have “opted in.”
- (d) Board Development – We are discussing Board development, and are considering once again inviting Perry Hammick to facilitate, in conjunction with SBVC, at the Mission Inn.
- (e) Additional – A grant in the amount of \$141,000 will come in April. \$30,000 will go to SBVD and \$111,000 will be awarded to CHC for its paramedic program, outfitting a simulation lab with mannequins.

Don Nydam enthused, “Look at where we were...and where we are.”

**9. Other**

Gloria Harrison stated that the “Campus Beautification Fund” has funded two more tables, to be installed in the area between the library and the classroom building, affording opportunity for study groups and socialization.

She explained the term “value engineering”, a part of which is that trees removed will be replaced in like number. Planners have been made to clearly understand that we value our park-like setting and want to retain it.

She noted that she has received letters decrying to the golf course closure, but that we issue no more than 50 golf passes a year. There will be no more public golf at CHC as of July, but the

College is working on an agreement with a local golf course. She explained that the golf course had never been a self-sustaining operation, but that it was kept because "it was a tradition."

The soccer field will also be out of commission for the next two to three years, and the meadow west of the gymnasium will be covered by over 50,000 cubic yards of dirt for a period of approximately 18 months. After that time, the meadow will be restored, with the hope the at 3-hole golf course will be available. Win Carl suggested that trees in containers could perhaps be placed around the construction area, to soften the "bleakness" that results.

The 50-meter Olympic size pool will be open to the public upon completion, and the complex will include offices, showers, parking, etc. Native plants will be used in the landscaping. She repeated, "We are really, really adamant about keeping our park-like setting." Ericka Paddock, Director of Student Life, asked if we will have a campus swim program, and Ms. Harrison stated that one would be offered down the road, and that Yucaipa High School and local swim clubs will share time, as well.

Ms. Paddock thanked the Foundation for its prior approval of funds to pay for a mural in the cafeteria, but explained that the cost for installing the mural will be \$600.00, and that the students hoped it could be installed prior to the May events.

**IT WAS MOVED** by Lynn Baldi, seconded by Judi Battey and unanimously carried to approve the sum of \$600.00 be donated by the Student Senate for installation of the mural.

Arcadio Torres, Student Senate president, reported that the United Way fundraiser, offering folks the chance to "pie" faculty members, raised \$282.00. He noted that they passed out energy-saving flash lights, and informed that elections are coming up for next term's officers.

In regard to the flashlight give-away, and student concerns about the lighting on campus, Cheryl Bardowell stated that the purchase order is pending for the purchase of batteries sufficient to re-light 25 solar lights on campus. Mr. Raley asked if the batteries would activate all the lights on campus. Ms. Harrison answered that not all the lights are operational, but that those that were not would be repaired, and the batteries replaced. Mr. Raley said "If we have an 'event' (a security problem) on campus, due to poor lighting, I think it hurts our story." Ms. Harrison assured that we have already installed temporary lights, and the solar lights will add a great deal of additional illumination. Mr. Raley aired his observation that energy-saving lighting had "dimmed the campus down."

Patrick Fite reported that the Foundation Annual Report was at the press, and would mail in the next week.

Daniel Bahner invited Board members to attend the Scholarship Committee meeting on Tuesday, March 25, at 2:00 in the Crafton Center.

10. **Adjournment** – Don Nydam

Next Regular Meeting Date: June 19, 2008 ~ 7:00 A.M. ~ CHC Crafton Center