

## **Crafton Hills College Foundation Board of Directors**

### **Annual Meeting Minutes**

**June 18, 2015**

**Directors Present:** Olga Polasek, Jan Leja, Daniel Bahner, Mike Smith, Gloria Harrison, Sam Irwin, William Lindsey, Cheryl Marshall, William Nassar, David Raley, Michael Strong, Aaron Burgess, Crystal Sultzbaugh, Betty Jo Wood

**Absent:** Denise Allen-Hoyt, Gordon Clopine, Cheryl Cox, Donna Ferracone, Tommi Ng, Michelle Tinoco, Lillian Vasquez

**Staff Present:** Michelle Riggs, Nicole Rodriguez, Donna Hoffmann, Rebeccah Warren-Marlatt, Ericka Paddock

**Staff Absent:** Bryan Reece

**Guest Present:**

#### **1. Call to Order and Opening Comments**

President David Raley called the meeting to order at 3:05

#### **2. Approval of Minutes of March 19, 2015 - All**

Sam Irwin moved to approve the minutes from March 19, 2015 as presented; the motion was seconded by Cheryl Marshall. Vote passed by majority with abstentions from Jan Leja and Crystal Sultzbaugh.

#### **3. Reports**

##### **a) Strategic Planning – Sam Irwin**

An outline of the draft was distributed. Our Board Strategic Planning Workshop in May was productive and brought to light many issues we'll have to face in the next 10 years. If we are going to make a goal of \$4.5 million in 10 years, we have to start now and use a different strategy than we have been.

A proposal was made to solicit an independent contractor for professional fundraising with a goal to raise a specific amount and his/her paycheck would come from that. Michelle put together a draft RFP (the last pages of

the outline). We don't need to vote today but please give input and review the draft. There was discussion by the Board regarding the idea of hiring an outside professional, how to pay them, and what the contract should look like (possibly like a retainer). The Board was supportive of the overall concept.

The strategic plan itself is in process with bullet points. If we need another special meeting, we will schedule one.

**b) Fundraising – Cheryl Marshall**

The committee met in middle of May. The main discussion centered on starting to use moves management to get people from awareness, to interest, to giving money. We brainstormed and created a draft list of prospective donors, both individuals and organizations. Next we will formalize and start the process of moves management by connecting with those people. We need Board help in this process with making connections to the right people and/or committee involvement. Our next meeting will be scheduled in July.

Michelle attended The Community Foundation's Philanthropic Summit a few weeks ago with Bill Nassar and Gloria Harrison. The Board should support Michelle going to these events as they provide good contacts with other professionals in the field. Randall Lewis will come speak if we would like.

**c) Investments – Mike Strong**

Our next committee meeting is Monday, June 22, at 2pm. We will be meeting with The Community Foundation to discuss the potential of becoming a partner who can link us with potential donors and fundraising opportunities. After hearing their presentation, we'll make a recommendation to Board. Michelle will see who the contact is for Redlands Community Foundation.

The Merrill Lynch report was distributed and Mike provided an overview. The Investment is in our favor and our partnership with Merrill Lynch is positive. We are continually receiving earnings averaging \$12K per month. We've been closing CDs and money market accounts and rolling those into the investment account. The last page shows YTD \$217,342 rolled into the account since January 1<sup>st</sup>. We are working on looking at different scenarios, asking how much we need to invest each year to reach our goal in the strategic plan. We asked Merrill Lynch to provide some scenarios also. Mike will review results with the Executive Committee next month and then bring to next board meeting.

#### **4. Community Relations & Resource Development – Michelle Riggs & Cheryl Marshall**

Community Relations and Resource Development Update report was distributed. Highlights were:

- Alumni newsletters have been going out and Michelle receives two to three alumni per week driven to the website as a result.
- Retiree Celebration was successful on June 2<sup>nd</sup>.
- Redlands Sunrise Rotary club hosted a meeting on campus.
- Michelle is working with the Children's Fund on the donation of 15-20 cases of non-perishable and hygiene items they received from Amazon for our COACH Cupboard.
- Brick sales: 60 have been purchased, raising \$15,000
- Gala: most successful to date with total receipts of \$117,600
- Alumni Fire Academy Golf Tournament raised \$22,000
- \$47,500 in grant proposals have been submitted
- We gave out over \$103,000 in scholarships and had a nice Scholarship Donor Mixer prior to the Scholars Convocation
- Michelle attended a philanthropy summit with Gloria Harrison and Bill Nassar
- New Donor Wall has been installed including a new "Friends" level for donor who have given between \$2,500 and \$4,999

Michelle encouraged Board members that are on social media to use their influence by posting any exciting information about CHC or the Foundation to their networks to get people talking about us.

Bequest Intention Form: Michelle has created a form for those who have identified us in their estate plan so that we may steward their money correctly and recognize them now. Please get a form from Michelle if you plan to include Crafton in your estate plan.

We will be indexing the alumni data from 1971-1982 soon.

San Manuel ISEEK Grant: Michelle is working on the final report for this year and a multi-year proposal for next year. Gloria Harrison and Mike Smith offered assistance in getting people from San Manuel back to Crafton for another visit.

Branding: Cheryl Marshall announced that Donna Hoffmann will be giving a presentation on branding at the end of today's meeting. The two main outcomes she'd like to come from this are toolkits for the College and Foundation Board to use with the public, giving a consistent message and look. We'd like to have the toolkits by September.

College Village: the committee has met with one developer and will be meeting with another. We are at the conceptual stage, trying to see how to make this work for the college and the city, and meet the needs for housing and education. To aid in these decisions, a group from Crafton took a tour of College of the Canyons and visited their University Center. They have principals that we can emulate, such as having a place where four-year partners can come and teach classes and, ideally, offer degrees. They have five university partners, all of whom offer degree completion (including graduate programs) in the University Center. We have started already with Brandman. A portion of their center is for a middle college high school and, during the day, they teach College of the Canyon classes as well. They bring

the business community into the facility for training, meetings, and seminars. The University Center is also used for economic and workforce development. They used multiple funding streams to build the facility and have many sponsors for the rooms.

## **5. Action Agenda**

### **a) Financial Update – Mike Strong**

#### *2015-2016 Budget*

- Mike, Cheryl and Michelle have been working on developing a report that makes the budget easy to understand; a draft was distributed and Mike provided an overview.
- Provides easy-to-understand information for discussion with prospective donors as to why they should support CHC financially.
- Board feels the district general budget should also be shown to aid in planning to become self-supporting - the budget presented doesn't reflect the total cost of what it costs to run the Foundation, including staffing.
  - Cheryl, Mike and Michelle are working to see how much of staff time is spent on Foundation work and how much on college work.
  - We have started moving some purely Foundation expenses items off of District general budget and onto the Foundation budget for 2015-2016.

Gloria Harrison moved to approve the 2015-2016 Foundation budget with a footnote to see the contribution that District makes for planning purposes; Betty Jo seconded and motion carried unanimously.

### **b) Election of Directors**

Re-election to 3-year terms – expiring in 2018

- Cheryl Cox
- Gordon Clopine
- Cheryl Marshall

- Mike Strong
- Betty Jo Wood

Betty Jo Wood moved to elect slate as stated; William Nassar seconded and motion carried unanimously.

Daniel Bahner moved that Bob Temple and Don Nydam be given emeritus status; Gloria Harrison seconded and motion carried unanimously.

**c) Election of Officers**

- President – Sam Irwin
- Vice President – Daniel Bahner
- Secretary – Cheryl Marshall
- Chief Financial Officer – Mike Strong

Gloria Harrison moved to adopt slate as stated; Billy Lindsey seconded and motion carried unanimously.

**d) Designate Signers on Foundation Accounts**

William Nassar moved to approve Cheryl Marshall, Mike Strong and Sam Irwin as signers on the Foundation bank accounts; Mike Smith seconded and motion carried unanimously.

**e) Appointment of Aaron Burgess**

Gloria Harrison moved to approve Aaron Burgess, new Student Senate President, as Foundation Director to replace outgoing Student Senate President, Crystal Sultzbaugh; Daniel Bahner seconded and motion carried unanimously.

**6. Annual Meeting Forms and Agreements**

Michelle asked Directors to sign the Whistleblower Protection and Conflict of Interest Policy sheets provided today. Michelle also requested that Directors complete their Individual Assessments and submit their Affiliations sheets to Resource Development as soon as possible.

## **7. Other**

- Calendar of events distributed
- Board roster distributed – Jan Leja requested a change to her email address
- Parking permits distributed
- Congratulations to Daniel Bahner and Ericka Paddock for completion of their doctoral degrees
- Donna Hoffmann presented on new CHC branding/logo

## **8. Adjournment**

Sam Irwin moved to adjourn meeting; Betty Jo seconded and motion carried.