

RANCHO CUCAMONGA COMMUNITY & ARTS FOUNDATION
MINUTES OF THE JANUARY 22, 2014, REGULAR MEETING

A. CALL TO ORDER

The regular meeting of the Rancho Cucamonga Community & Arts Foundation was held on Wednesday, January 22, 2014, in the Tri-Communities Room, at the Rancho Cucamonga Civic Center, located at 10500 Civic Center Dr., Rancho Cucamonga, California. The meeting was called to order at 5:08 p.m. by Chair Harrington followed by the Pledge of Allegiance.

Present at roll call were: Board Members: Barag (arrived at 5:35 p.m.), Brown, Bryan, Chen, Kahn (arrived at 5:15 p.m.), LeMond, Pachon, Rivera (arrived at 5:20 p.m.), Snyder and Harrington. Absent: Arguello and Galindo. Staff: Nettie Nielsen, Community Services Director; Francie Palmer, Community Services Marketing Manager; Daniel Schneider, Community Services Supervisor; Susan Sluka-Kelly, Community Services Manager; Karen Silhanek, Management Analyst I; Melissa Morales, Senior Administrative Secretary and Heidi Gautschi, Office Specialist I.

B. ANNOUNCEMENTS/PRESENTATIONS

There were no announcements or presentations.

C. COMMUNICATIONS FROM THE PUBLIC

There were no communications from the Public.

Chair Harrington recessed the meeting at 5:12 p.m. The meeting reconvened at 5:25 p.m. with all Members present except for Arguello, Barag and Galindo.

D. CONSENT CALENDAR

1. To approve the Minutes of the Regular Community & Arts Foundation Meeting held September 25, 2013.
2. To receive and file Treasurer's Reconciliation Summary Reports for the LAIF and PAL Accounts through December 31, 2013.

MOTION: Moved by Vice Chair Bryan, seconded by Member Pachon, to approve the Consent Calendar, as submitted. Motion carried: 9-0-3 (Absent: Arguello, Barag and Galindo)

E. BOARD REPORTS

1. *Golf Tournament Committee* – Chair Harrington reminded that Richard Madsen, last year’s tournament chair, is no longer on the Board as his term ended in December and he did not to request to be re-appointed. Director Nielsen added that the Tournament will be discussed under Foundation Business Item 1. She also congratulated Treasurer Snyder’s who was recently re-appointed by the City Council to serve another four year term.
2. *Spring Events/Party Train Committee*- Committee Chair Bryan spoke of the successfulness of the party train events which have raised over \$15,000. She stressed the need for all Members to participate in these events. Director Nielsen commented that Item F.2. will include discussion on this matter.
3. *Executive/Finance Committee* – Chair Harrington updated Members and indicated that for the time being, the Foundation will need to follow the City’s guidelines concerning the endowment policy. In addition, he reported on the formation of an Ad Hoc Committee which will be tasked with focusing on the investments. Members on the Committee are: Arguello, Brown, LeMond, Snyder and himself.
4. *Board Development Committee* – Member Kahn said that there no new updates. He asked if any of the Members had contacted Chuck Buquet regarding the possibility of rejoining the Board. Member Pachon replied that she had spoken to him and he indicated he is unable to commit to re-serving at this time. Member Brown offered to contact Rick Platner regarding his interest in serving. Director Nielsen informed the Board that former Member Madsen had expressed his intent to help secure another representative from U.S. Bank to help fill his vacancy. She suggested that Member Kahn attempt to reach him regarding the matter.

Member Barag arrived at this time.

5. *Arts Giving Committee* – Treasurer Snyder commented that he will provide his update with discussion of Item F.3.
6. *Major Gift Committee* – Committee Chair Harrington distributed a chart depicting Foundation funding sources from July 2011 to June 2013 and beneficiaries for the past two fiscal years. He also spoke of the Committee’s intention to conduct surveys with a few donors and Consultant Ron Wolfe will compile the results. A presentation will be made at the April Board meeting as to what was discovered from the results and possible donors to pursue. He concluded by noting that the goal is less reliance on fundraisers and to increase the endowment.

Discussion by the Board ensued. A comment was made that the chart is missing the cost for administrative support. Marketing Manager Palmer clarified that the Committee has additional work to do on the material. Manager Sluka-Kelly spoke of

the challenges in funds being designated in one fiscal year yet being expended in another. A question was asked if the word “endowment” can be used if money is taken out of regularly. Member Brown responded that there are different types of endowments and use of the word is appropriate. She also suggested that it is better to illustrate the expenditures, as generally donors don’t necessarily concern themselves where the funds have originated rather how they are spent. Member Pachon indicated she would be conducting a donor interview next week.

7. *Marketing and Outreach Committee* – Committee Chair Pachon spoke of the Committee’s efforts in working with staff on the compilation of data and information for inclusion in the annual report. She briefly described proposed components to be included in the report and added that a goal is to include a photo of the present board in the report which should be coordinated within the next few weeks. Chair Pachon also reported that an updated brochure for the sale of bricks and theatre seats is being worked on, and discussion being held on allocating space for an additional wall of art at the Cultural Center.

F. FOUNDATION BUSINESS

1. Director Nielsen was called upon regarding recommendations for the 2014 Golf Tournament. She began by informing the Board that long-time consultant for the Foundation, Stephen Wagner, had moved on and was no longer on contract. She listed items to be decided regarding the tournament which include confirming a date for the event, identifying Committee members and establishing a fundraising goal. She referenced the handout included in the agenda packet listing various options to consider. Director Nielsen emphasized that staff can assist in many areas but not in the area of seeking sponsorships and donations. She also spoke of the positive meetings with representatives of the golf course and their willingness to assist in some of the tournament logistics and their helpful suggestions for cutting expenses. Manager Palmer added that Burrtec has again committed to a sponsorship of \$10,000 has indicated that they okay with not being listed as the presenting sponsor if a larger sponsorship is secured.

Discussion by the Board included their questions concerning percentage of sponsorships secured last year by Board Members compared to that of the paid consultant; if weather will be a factor based on the proposed event date in September and impacts to staff in light of the absence of an event consultant. Suggestions were also made to consider meeting more often as a Board to specifically address the Tournament and to create an early bird incentive to send to previous tournament attendees. It was clarified that the Board Member’s secured the same amount of sponsors in 2013’s tournament as the year prior. A comment was also made emphasizing that the entire Board’s participation in the event is needed to ensure its success. Director Nielsen indicated that hosting the event in September is less impactful for staff due to other events they are busy with in the fall including the

Founders Day parade. In terms of possible issues with the heat, Manager Palmer commented that consideration could be given to having the golfers tie off earlier than what has been done in past tournaments. Following their discussion, the Board took the following actions:

MOTION: Moved by Vice Chair Bryan, seconded by Member Barag, to approve hosting the 2014 Golf Tournament on September 8th, at Red Hill Country Club, to include the assistance of staff and increased participation by the Board. Motion carried: 10-0-2 (Absent: Arguello and Galindo)

Following the motion, discussion was held concerning the Committee Chair and Member Rivera offered to serve in that capacity at this year's event. Supervisor Schneider spoke of how helpful the Country Club General Manager has been and Director Nielsen added that he has also offered to attend the Committee meetings.

2. Discussion and adoption of 2014 Fundraising Goals was opened by Chair Harrington. He deferred to Director Nielsen who began her report by listing changes occurring this year that will have an impact on fundraiser efforts including restructuring of the golf tournament, elimination of the Chocolate and Wine Festival and increased efforts and emphasis by the Spring Event/Party Train and Major Gift Committees to raise funds. She informed the Board of the possibility of participating in the Victoria Gardens fundraiser "Tour de Fork" which was a success event last year for other non-profits, but that she is awaiting confirmation from the mall representatives regarding their willingness to partner with the Foundation.

Members discussed their goals for each of the three fundraising areas and concurred with setting the goal of \$40,000 for the golf tournament; \$10,000 for the major gift committee and \$5,000 for the Party Train and other smaller fundraising events.

Vice Chair Bryan left the meeting at 6:35 p.m. and returned at 6:40 p.m.

Members also offered to host various party train events including Chair Harrington – Quakes Night; Member Chen – Casino Night; Member Pachon- Bunco Night (Member Barag will assist Members Chen and Pachon); Member Brown – event type to be determined; Member Kahn – back pack/hiking event and Vice Chair Bryan – dinner at Brio's and Flemings. A comment was made to not spread the Members too thin on their efforts and that a tote board with the amount of money helped raised by the Quakes for the Foundation should be displayed. Chair Harrington reminded the Board of the donation the Quakes has given the Foundation for strikeouts. No other discussion was held or action taken.

3. Vice Chair Bryan introduced consideration of a recommendation from the Giving Committee for Foundation Support for Playhouse Programs for the 2014/15 Season. A chart of Giving History actuals and recommendations for 2014/15 was distributed to the Board and referenced by Vice Chair Bryan. Director Nielsen noted that the funding request is being addressed now due to the pending printing of the new Playhouse season brochure. She also clarified that the entire proposed budget to be considered in June would include any funding approvals from tonight's meeting.

Discussion was brief by the Board and included a question concerning the funding for the BlackBox productions at the Playhouse and the effective date for the funding if approved. Manager Sluka-Kelly clarified that the BlackBox Productions are self-supporting and confirmed that the funding is fiscal year based and, if approved, becomes available July 1st. The Board then took the following action:

MOTION: Moved by Member Barag, seconded by Member Kahn, to approve the Giving Committee's recommendation for the Community & Arts Foundation to help provide support for Lewis Family Playhouse programming in the 2014/15 season in the amount of \$65,000. Motion carried: 10-0-2 (Absent: Arguello and Galindo)

4. Staff's introduction of the recommendation from the Major Gift and Marketing and Outreach Committees for use of an Interim Mission Statement was presented by Manager Palmer. She provided a brief history of the item which has been discussed by the Committees with input from Consultant Ron Wolfe. She read the proposed interim statement which is: *"The Rancho Cucamonga Community & Arts Foundation supports arts programming at the Victoria Gardens Cultural Center and community efforts throughout Rancho Cucamonga."* Chair Harrington added that Consultant Wolfe had suggested a statement consisting of 15 words or less and that the Foundation's current mission statement overstates what is being done.

Question included purposes for having a mission statement, why it is not being recommended to be changed permanently and whether the Board funds the entire costs for administrative support of the affiliates. Staff responded that a permanent change to the mission statement may be an item at the April meeting, the mission statement helps when applying for grants which may also assist the affiliates, though Director Nielsen noted that it still contains verbiage highlighting the focus is on arts. She also confirmed that currently the Foundation funds all administrative support but this area is being reviewed for possible changes. A suggestion was made to change the word "efforts" to "activities". The Board following action was taken:

MOTION: Moved by Member Kahn, seconded by Member Brown, to change the current mission statement to an interim mission statement as follows: *"The Rancho Cucamonga Community & Arts Foundation supports arts programming at the Victoria Gardens Cultural Center and community activities throughout Rancho Cucamonga."* Motion carried: 10-0-2. (Absent: Arguello and Galindo)

5. Chair Harrington opened the discussion regarding special topics to be discussed at the Extended Board Meeting scheduled for April 23, 2014. Director Nielsen was called upon to introduce the item. She described the proposed structure for the special meeting, as set-out in staff's January 22nd report, which includes conducting an "extended" Board meeting on April 23rd prior to the regular Board meeting thus eliminating the need to meet on separate days. She asked for the Members input on the recommended format and their suggestions for items to address at the meeting.

Support of the agenda items proposed was expressed. In addition, suggestions were offered to consider preliminary budget brainstorming, review of the by-laws and making accessible a synopsis of the tax return or copy of the return in its entirety. The purposed meeting location was also asked and Director Nielsen responded that the place hasn't been confirmed and may occur off-site possibly at the Maloof House. No further action was taken or needed on the matter.

6. Mid-Year Budget Review – not held
7. Review of Committee List/Assignments was opened for discussion. Members gave their input on Committees they wish to remain on or be appointed to. Following their input the Committee Memberships are as follows: *Golf Tournament* – Arguello, Chen, Kahn, Pachon, Rivera (Chair) plus community members Rick Platner and Peter Bryan (former Member Buquet will be contacted as well). *Spring Events/Party Train* – Barag, Bryan (Chair), Chen, Harrington and Snyder. *Major Gift*– Harrington (Chair), LeMond, Pachon and Rivera. *Executive/Finance* – Bryan, Harrington (Chair), Kahn, Pachon and Snyder. Investment Ad Hoc Committee – Arguello, Brown, Harrington, LeMond and Snyder. *Board Development* – Brown, Bryan, Galindo, Kahn (Chair) and Pachon. *Giving*– Barag, Brown, Chen, Harrington, Kahn and Snyder (Chair). *Marketing and Outreach* – Barag, Kahn and Pachon (Chair).
8. The review of January through June 2014 Foundation Board and Committee meeting schedules was provided by Director Nielsen. She referenced the schedule provided in the agenda packet and pointed out that the June 5th date including on the schedule is incorrect. The only June meeting will be on June 25th. No other discussion was held or action taken.

G. IDENTIFICATION OF ITEMS FOR FUTURE MEETINGS

No new items identified.

H. ADJOURNMENT

MOTION: Moved by Chair Harrington, seconded by Member Kahn, to adjourn the Regular Rancho Cucamonga Community & Arts Foundation Meeting. Motion carried: 10-0-2 (Absent: Arguello and Galindo). Meeting adjourned at 7:40 p.m.

Respectfully submitted,

Melissa Morales
Senior Administrative Secretary

Approved by the Community & Arts Foundation: April 23, 2014
Motion carried: 10-0-2 (Absent: Bryan and Galindo)