

RANCHO CUCAMONGA COMMUNITY & ARTS FOUNDATION
MINUTES OF THE APRIL 22, 2015, SPECIAL WORKSHOP

A. CALL TO ORDER

The special workshop of the Rancho Cucamonga Community & Arts Foundation was held on Wednesday, April 22, 2015, at the Victoria Gardens Cultural Center, 12505 Cultural Center Drive, Rancho Cucamonga, California. The meeting was called to order by Chair Snyder at 2:10 p.m. (*a quorum was reached at 3:43 p.m. upon the arrival of Member LeMond*). The Pledge of Allegiance was held.

Present were: Board Members: Arguello, Barag, Galindo, Harrington, Haddon, LeMond (arrived at 3:43 p.m.), Pachon and Snyder. Absent: Alexander, Baker, Brown, Bryan, Chen and Rivera. Staff: Nettie Nielsen, Community Services Director; Susan Sluka-Kelly, Cultural Arts Manager; Karen Silhanek, Management Analyst I; Patrick Hediger, Community Services Coordinator; Mireya Hepner, Community Services Coordinator; Jennifer Palacios, Administrative Intern and Melissa Morales, Senior Administrative Secretary.

B. COMMUNICATIONS FROM THE PUBLIC

None

C. WORKSHOP BUSINESS

1. The matter of discussing and adopting the 2015/16 Fundraising Goals and Development of Major Gift Plan was led by Major Gift Committee Chair Harrington. The discussion started with review of a chart of proposed fundraising efforts and the Board agreed on the goals in each of these areas. The fundraising goals were identified as follows: *Golf Tournament*: minimal discussion held all concurred with the proposed \$46,000 goal. *Major Gift Committee*: Chair Harrington expressed his commitment to get the Committee moving forward again and proposed a \$5,000 goal. *Cinco de Bunco*: Event Chair Pachon supported a goal of \$1,600 and noted that this year's event is being held on May 5th at the Cultural Center. *Monte Carlo Night*: Event Co-Chair Barag welcomed donations of auction items and listed items already secured and elements of the event to be held May 2nd also at the Cultural Center. Goal was set at \$9,000. *Quakes Night*: Event Chair Harrington indicated that he had been in contact with the Quakes and estimated this year's event to be held probably in August. Goal set at \$1,200. *Tour de Fork*: Director Nielsen informed the Board that at the Executive Committee's November meeting they had approved serving as a \$2,000 sponsor again this year for the event to be held on June 11th in partnership with Victoria Gardens and the Library Foundation. She continued that Members will be expected to sell approximately 10 tickets each at \$40 or \$43 (PayPal) and others will be sold at the Box Office. In response to a question on why tickets could not be sold

the day of the event, she explained that the restaurants need a head count at least a few days ahead of the event. A volunteer from the Board was requested to serve as a liaison and no response was given. The fundraising goal was set at \$6,000. *Quakes Strikeout Promotion* – the estimated goal was set at \$5,000. *Give BIG San Bernardino* – Director Nielsen indicated that she has not received any information on whether this campaign will happen this year. No goal was set. *End of Year/Brick Sales*: It was suggested that a lead be established and Marketing Committee Chair Pachon offered that the Committee could discuss taking the lead. The goal was set at \$1,000. The total fundraising goal for FY 2015/16 is \$74,800.

Discussion then centered on the Foundation's donors. The "diamond" donor list was reviewed and ideas given on how to re-engage some of the former donors and motivate the continued giving of the current donors including hosting a networking event to include food/beverages and some type of performance, possibly in the fall. Other suggestions included identifying who is still an active donor and finding out how they can continue to support the Foundation and what their needs are. In conclusion, staff will assist in determining some of the donor needs and it was agreed the Major Gift Committee would be revitalized and begin tackling this area with a possible report back in June. A report entitled "*Establishing a Planned Giving Program*" was also distributed which is another area of responsibility for the Major Gift Committee. No other discussion was held or action taken.

2. Chair Snyder called on Director Nielsen concerning the Budget Review and Pre-Budget Discussion. She briefly summarized the draft budget contained in the agenda packet and indicated that, based on the discussion that evening, the draft would be updated including adding a projected \$6,000 revenue for Tour de Fork. She commented that staff would work with the various committees on their needs for the coming fiscal year and would incorporate in the proposed budget which will be reviewed by the Executive/Finance Committee prior to presentation to the Board at their June meeting for final adoption. Member LeMond arrived during this time.
3. The discussion regarding the Foundation's Mission/Vision/Values was introduced by Secretary/Treasurer Pachon. She referenced Page 9 of the agenda packet which contained the proposed updated mission statement, based on the discussion held by the Board at their January 28th meeting, and direction at that time to broaden the statement. The proposed statement is as follows: "*Enriching lives through support of the arts at the Victoria Gardens Cultural Center and supporting citywide efforts that benefit the community.*" Discussion ensued regarding the amended statement being proposed and whether reference to the City should be deleted as there are times when it might be assumed the City is affluent which could affect possible grant opportunities. Treasurer Pachon also briefly touched on the purpose of a values statement which should reflect what is fundamentally important to the organization. A comment was made that the values statement generally precedes the vision statements. No further comments were made. The following motion was made by the Board:

MOTION: Moved by Secretary/Treasurer Pachon to approve the amended Mission Statement, as presented but with the deletion of “city-wide”, and approve the vision statements as submitted. Motion carried: 9-0-5 (Absent: Alexander, Baker, Brown, Bryan, Chen and Rivera).

I. ADJOURNMENT

The special workshop of the Rancho Cucamonga Community & Arts Foundation adjourned at 4:06 p.m. with all Members present except Alexander, Baker, Brown, Bryan, Chen and Rivera.

Respectfully submitted,

Melissa Morales
Senior Administrative Secretary

Approved by the Rancho Cucamonga Community & Arts Foundation: June 24, 2015
Motion carried: 10-0-4 (Absent: Alexander, Brown, Galindo and Haddon)