

RANCHO CUCAMONGA COMMUNITY & ARTS FOUNDATION  
MINUTES OF THE APRIL 23, 2014, REGULAR MEETING

**A. CALL TO ORDER**

The regular meeting of the Rancho Cucamonga Community & Arts Foundation was held on Wednesday, April 23, 2014, in the Tri-Communities Room, at the Rancho Cucamonga Civic Center, located at 10500 Civic Center Drive, Rancho Cucamonga, California. The meeting was called to order at 5:03 p.m. by Chair Harrington followed by the Pledge of Allegiance.

Present were: Board Members: Arguello, Barag, Brown, Chen, Kahn, LeMond, Pachon, Rivera, Snyder and Harrington. Absent: Bryan and Galindo. Staff: Nettie Nielsen, Community Services Director; Francie Palmer, Community Services Marketing Manager; Susan Sluka-Kelly, Community Services Supervisor; Heidi Gautschi, Office Specialist I, and Melissa Morales, Senior Administrative Secretary.

**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 5:05 p.m. in order for the Board to enjoy a light dinner and reconvened at 5:20 p.m. with all Members present except Bryan and Galindo.

**D. CONSENT CALENDAR**

1. To approve the Minutes of the Regular Community & Arts Foundation Meeting held January 22, 2014.
2. To receive and file Treasurer's Reconciliation Summary Reports for the LAIF and PAL Accounts through March 31, 2014.

**MOTION**: Moved by Chair Harrington, seconded by Member LeMond, to approve the Consent Calendar, as submitted. Motion carried: 10-0-2 (Absent: Bryan and Galindo)

**E. FOUNDATION BUSINESS**

1. Manager Palmer led the discussion of selection of 2014 Award Recipients to be recognized at the Summer Fundraising Concert. She supported the Board conducting the annual donor recognition at the Bill Medley concert scheduled for July 26<sup>th</sup>. She

added that the benefit concert was approved by the Executive Committee in time to include in the season brochure. She noted that the Four Points by Sheraton has been identified as the Lewis Family Playhouse 2014 benefactor and she reviewed the individuals and businesses the Executive Committee had identified at their March meeting. Suggested individuals to be considered are Fritz Coleman and Dr. Harvey Cohen. Business of the Year suggestions are the Rancho Cucamonga Quakes and Victoria Gardens. Brief discussion by the Board took place. The efforts by the Quakes including their donation for every strikeout was noted and the firm of Best, Best and Krieger was also suggested to be considered. The Board also concurred with nominating Mr. Coleman and took the following action:

**MOTION:** Moved by Member Barag, seconded by Member Chen, to approve recognizing the Quakes as the Outstanding Business of the Year and Fritz Coleman as the Individual of the Year. Motion carried: 10-0-2 (Absent: Bryan and Galindo.)

2. Discussion of a new Foundation Investment Policy was initiated by Committee Chair Harrington. He informed the Board that the subcommittee consisting of himself and Members Arguello, Brown, LeMond and Snyder had meet to discuss creation of a policy on how to best utilize the Foundation funds. He indicated that there is not a recommendation at this time and that he is hopeful a full recommendation will be provided at the June meeting following at least one more meeting by the subcommittee. No other discussion was held or action taken.
3. Director Nielsen was called upon regarding discussion of inquiry for consultant services. She referenced the agenda packet which contained the unsolicited proposal by Ed Lewis who expressed an interest in providing consultant services in the area of fund development. She asked for the Board's direction on how to proceed. A question was asked if Mr. Lewis was associated with the Lewis Family and Director Nielsen indicated he was not. Comments were made in support of keeping his name on file and even consider his services as they prepare for a large campaign. Director Nielsen also suggested the Major Gift Committee consider eventually interviewing Mr. Lewis to help further clarify his proposal. No other discussion was held or action taken.
4. Consideration of sponsorship for the Associated Artists of the Inland Empire's Annual Juried Art Show was opened by Manager Sluka-Kelly. She summarized staff's report which included the annual request for Foundation to help sponsor the event to be held September 5 – 7<sup>th</sup> at the Victoria Gardens Cultural Center. She also noted the significant "in-kind" donation the organization receives through the use of the facility and staff. Discussion by the Board included a request to clarify whether the \$5,000 was part of the in-kind donation and comments on how well attended last year's event was. Manager Sluka-Kelly explained that the \$5,000 did not include the staffing and use of the facility and Director Nielsen added that the association has been requested to show a breakdown of their event expenses and how the donation is part of their overall budget. The suggestion was also given that, should the Foundation again help sponsor the event, credit for the sponsorship as title sponsor should be required.

Treasurer Snyder left the meeting at 5:39 p.m.

**MOTION:** Moved by Member Pachon, seconded by Chair Harrington, to approve the request to support a sponsorship in the amount of \$5,000 for the Associated Artists of the Inland Empire's Annual Juried Art Show with the caveat that the Foundation have title sponsorship. Motion carried: 10-0-2 (Absent: Bryan, Galindo and Snyder).

Treasurer Snyder returned at 5:45 p.m.

5. Chair Harrington called upon Manager Sluka-Kelly for an update on Foundation Sponsored Activities. She listed a number of upcoming performances including the MainStreet Theatre Company production of *Roald Dahl's Magic Finger* which includes a "Foundation Family Flex Pack" and the Summer World Music Series held in July. Also to be held in July is the Rancho Cucamonga Community Theatre's production of *Roald Dahl's Willy Wonka*. In addition, she noted the Board sponsoring of the student scholarships. A question was asked if the Foundation's banner is up just opening night and Manager Sluka-Kelly indicated she would ensure it was scheduled to remain up for the length of the production.

#### **F. COMMITTEE REPORTS**

1. *Golf Tournament* – Committee Chair Rivera provided a brief update to the Board of the efforts of the Committee over the past few months. He thanked the staff and Committee for their assistance. Materials were distributed to the Board which included a sponsorship packet and sample schedule of events. Chair Rivera reviewed the proposed schedule and explained the change to the gift bags for the golfers to a \$40 voucher to be used at the Red Hill Country Club gift shop. He acknowledged the assistance that the Country Club staff has provided as well. The raffle items secured for last year's tournament were provided and the need to help secure items for this year's event requested. Chair Rivera also referenced a sample donation letter that could be used and he went on to list the current sponsors and stressed that this major Foundation fundraiser needs the entire Board's assistance. He asked that if any Members know any past sponsors and are willing to contact them for this year to let him know. Member Kahn confirmed U.S. Bank's sponsorship and Member Arguello commented that Bank of America's grant should be listed at \$5,000. Specialist Gautschi was requested to email a PDF version of the golf brochure. Chair Rivera was commended for keeping everyone on track.

2. *Spring Events/Party Train* – Member Chen informed the Board that she has tickets for the Casino Night fundraiser scheduled for May 17<sup>th</sup> at the Cultural Center. She went on to explain the event's components including an appearance by guest Tommy Lasorda. She added that table sponsorships would be available for \$250 and she responded to a question of how many tickets she is hoping to sell which she indicated was 150 to 200. Member Barag, who is co-hosting the event, told the Board that they are in need of silent auction and raffle prizes. She estimated the event will raise approximately \$7,000. Member Pachon then described the May 5<sup>th</sup> Cinco de Bunco event she is hosting which now has only 7 spots left and is anticipated to raise \$1,600. Chair Harrington indicated he would get in contact with Supervisor Schneider to confirm the status of this year's Quakes game fundraiser.
3. *Executive/Finance* – No updates were given other than the fact that a special meeting had been held to discuss and approve sponsoring the Tour de Fork event.
4. *Board Development* – Committee Chair Kahn commented that there were no major updates at this time although former Member Madsen had expressed his intent to find a replacement for him from U.S. Bank. Member Pachon added that former Member Dr. Harvey Cohen is probably a year away from re-joining the group as he continues to have other obligations. Member Brown offered to contact Rick Platner regarding his interest and Manager Sluka-Kelly added that Rick Baker (Bill Medley contact) might also be interested. Brief discussion was held concerning the status of Member Galindo. Chair Harrington indicated he has been in contact with him and he does wish to continue to remain on the Board.
5. *Arts Giving* – Manager Sluka-Kelly informed the Board that two student scholarship applications had been received. She attributed the decrease in applications this year partly to a shortage of staff to be able to follow-up with the schools.

Member Kahn left the meeting 6:20 p.m. and returned at 6:24 p.m.

6. *Major Gift* – Already given earlier.
7. *Marketing and Outreach* – Committee Chair Pachon indicated the item had been addressed earlier and that the Committee would be working on drafting a letter to be distributed with the Annual Report. Manager Sluka-Kelly will provide brick/theatre seat brochures.

## **G. FOUNDATION UPDATES**

1. *Mid-Year Budget Review* - Director Nielsen referenced the Treasurer's reports and asked for Board input. Questions included revenues expected for the remainder of the fiscal year, clarification on the \$800 revenue on Page 16 of the report, clarification on administrative charges, whether the paid administrative staff receive benefits and if the Friends of the Pacific Electric Trail are utilizing monies in their affiliate account.

Staff responded to their questions. Director Nielsen listed the fundraisers scheduled for the coming months including the party train events and Tour de Fork. Specialist Gautschi clarified that the \$800 was for Hearts for Arts and Southern California Edison donations. Manager Palmer described how the City quarterly invoices the Foundation for the staff support of the Office Specialist I and Director Nielsen confirmed that benefits are not provided to the part-time position. They also explained how the Friends of the PET disburse their funds and that the Freedom Courtyard fund has expended its funds.

2. *Committee List/Assignments* – The Board was given an updated list of the Assignments and list of Members on each Committee. Member Rivera noted the May 12<sup>th</sup> date for the Golf Tournament Team. Manager Sluka-Kelly commented that Members Bryan and Snyder are also on the Arts Giving Committee.
3. *Board meeting reminders* – Director Nielsen distributed an updated Board and Committee meeting chart. Member Pachon noted that the Marketing Committee meets at 4:30 p.m., not 4:00 p.m.

#### **G. IDENTIFICATION OF ITEMS FOR FUTURE MEETINGS**

1. Discussion of the Foundation's Mission Statement will be placed on a future agenda.
2. Member Barag asked for more information on classes that might be available for grant proposal writing. (Staff to research)
3. Member Brown requested to view the Form 1023 and also the current by-laws.
4. Member Pachon requested a current City vendor list (to be used to solicit golf tournament sponsorships).

#### **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: Bryan and Galindo). Meeting adjourned at 6:43 p.m.

Respectfully submitted,

Melissa Morales  
Senior Administrative Secretary

**Approved by the Community & Arts Foundation: June 25, 2014**  
**Motion carried: 8-0-4 (Absent: Arguello, Brown, Galindo and Harrington)**