

RANCHO CUCAMONGA COMMUNITY & ARTS FOUNDATION
MINUTES OF THE SEPTEMBER 23, 2015, REGULAR MEETING

A. CALL TO ORDER

The regular meeting of the Rancho Cucamonga Community & Arts Foundation was held on Wednesday, September 23, 2015, 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 5:10 p.m. by Chair Snyder. The Pledge of Allegiance was led by Member LeMond.

Present were: Board Members: Arguello, Barag, Brown, Bryan, Chen, Harrington, LeMond, Pachon, Rivera, Shiner and Snyder. Absent: Baker, Galindo and Haddon. Staff: Nettie Nielsen, Community Services Director; Susan Sluka-Kelly, Cultural Arts Manager; Karen Silhanek, Management Analyst II and Melissa Morales, Senior Administrative Secretary.

B. ANNOUNCEMENTS/PRESENTATIONS

There were no announcements.

C. COMMUNICATIONS FROM THE PUBLIC

There were no communications from the Public.

D. CONSENT CALENDAR

1. To approve the Minutes of the Regular Community & Arts Foundation Meeting held June 24, 2015.
2. To receive and file Treasurer's Reconciliation Summary Reports for the LAIF and PAL Accounts through August 2015.

MOTION: Moved by Treasurer Chen, seconded by Member Bryan, to approve the Consent Calendar, as submitted. Motion carried: 11-0-3 (Absent: Baker, Galindo and Haddon)

Chair Snyder recessed the meeting at 5:21 p.m. in order for the Board to enjoy a light dinner. The meeting reconvened at 5:37 p.m. with all Members present except Baker, Galindo and Haddon.

Director Nielsen reminded the Board of the upcoming Commission and Board Recognition Dinner to be held October 19th at the Cultural Center.

The following motion was presented:

MOTION: Moved by Vice Chair Pachon, seconded by Member Bryan, to add discussion of participating in San Bernardino County's *Give Big* Campaign to the agenda due to the timeliness of the matter. Motion carried: 11-0-3 (Absent: Baker, Galindo and Haddon). This item will be discussed later in the meeting.

E. FOUNDATION BUSINESS

1. Chair Snyder addressed the Committee regarding review of Brown Act regulations pertaining to committees and the Executive Committee's recommendation regarding the matter. He spoke of the Committee's discussion of the regulations at their August 27th meeting as they pertain to the various types of committees currently in place. He read and referenced staff's report that explained the differences between "standing" and "temporary" committees. Chair Snyder also clarified that "standing" committees are generally those that either have a continuing subject matter or fixed meeting schedule. "Temporary" committees serve a limited or single purpose and are not perpetual in nature. Input from the Committee was called for.

The Board began their discussion of the matter. More clarification was requested on the definition of "standing" versus "temporary". Director Nielsen gave an example of the budget as a "standing" matter, but a "limited in scope" matter would be the 2015 Golf Tournament since the Committee would disband after the event. She recommended the Executive Committee remain as a "standing" committee. Chair Snyder added that at least one additional member is being recommended to be added to the Executive Committee. Staff was asked why this is being recommended and Director Nielsen commented that the scope of their responsibilities will be added to and for this reason additional members would be helpful. A question was also asked if annual appointments to the various committees (whether standing or temporary) could still take place, and Director Nielsen replied that they could although the committees might overlap or their scope may change as time goes by. Being no further discussion, the following action was taken:

MOTION: Moved by Vice Chair Pachon, seconded by Treasurer Chen, to approve the proposed new structure to the various Foundation Committees, as presented in staff's report. Motion carried: 11-0-3 (Absent: Baker, Galindo and Haddon).

2. Chair Snyder addressed the Board regarding an update on staffing for the Foundation. He summarized staff's report which provided a brief status of the position that was vacated in July by Specialist Palacios. He explained the Executive Committee's action to approve a title and salary change, as recommended by staff, to help attract qualified candidates and aid in their retention. Director Nielsen added that the Finance Director has also offered to have one of her accounting staff provide assistance in ensuring GAP (General Accounting Principles) are being met. Brief discussion ensued by the Board. A question was asked to clarify if the newly

revised position would be working less hours but with a higher salary. Director Nielsen confirmed that this was the case. A follow-up question was asked if the scope of work would be more limited in areas such as special events. Analyst Silhanek responded that this would not be the case and the job description could include language specifying what their scope of work might include. No other discussion was held.

3. Chair Snyder opened the Board update on Financial Review Processes. He explained the discussion that took place at the Executive Committee's August meeting in regard to the Governance Committee's recommendation to enlist the services of LSL Certified Public Accountants or obtain additional quotes to have the review performed this fiscal year and a financial compilation in 2016/17. Director Nielsen added that per the Finance Department, the timing for a review is not the best but they were willing to assist staff in getting the Foundation ready for the review. Member Brown added that conducting the process review will be helpful when applying for grants and other funding. A question was asked if the Foundation needs to adopt the City's processes, and Director Nielsen indicated they do not. No action was taken on the matter.
4. The request for adoption of the Foundation's Mission, Vision and Values Statements was opened by Vice Chair Pachon. She described the lengthy process undertaken by the Marketing Committee to develop the proposed statements and she thanked Committee Members Barag, Bryan and Chen for their efforts. The proposed value statements were distributed to the Members. Vice Chair Pachon noted that the Executive Committee reviewed them at their August 27th and were in support of their approval. Discussion by the Members was brief and consisted of questions concerning whether the mission statement was in alignment with the Foundation's original mission submitted to the IRS when it was founded. Director Nielsen responded that the original mission statement has been reviewed and compared with the recently adopted statement and staff feels is in compliance. The Foundation then took the following action:

MOTION: Moved by Member Barag, seconded by Member Brown, to approve the Marketing Committee's recommendation regarding the proposed "Value Statements" for the Community & Arts Foundation. Motion carried: 11-0-3 (Absent: Baker, Galindo and Haddon).

5. Discussion of a Major Gifts "Road Map" was presented by Co-Chairs Harrington and Shiner. Member Harrington introduced the item and acknowledged the efforts and expertise of Member Shiner who then provided for the Foundation's benefit a brief summary of her background including her current position as a Major Gifts Officer and Senior Director for Corporate and Foundation Relations at California State University San Bernardino. She spoke of challenges she's observed including the fact that not many individuals are giving outside an event. She also stressed the need to build long-term relationships. The Foundation was provided with a report entitled "Major Gifts Program Recommendations." Co-Chair Shiner referenced the plan which detailed proposed long-term goals for the current fiscal year. Goals include

developing a three-year comprehensive Major Gifts Strategy where Members will focus on donor identification, cultivation, solicitation and stewardship/recognition. Another goal is to increase the Foundation's visibility and create a "case for support." The need to develop collaborative materials and consistently tell the story was emphasized. Brief discussion ensued on creation of new marketing materials and limitations on staff's time. It was suggested the Marketing Committee could assist in this area. Co-Chair Shiner continued her report by listing five short term goals for 2015/16. She suggested that the fundraising events need to be audited and follow-up done with the donors. She also expressed her support in hosting "corporate nights" at the Playhouse. A comment was made that the current fundraising strategy includes different markets whether the golf tournament or Monte Carlo or Party Train fundraisers. The need to have an end of the year push to sell bricks was suggested but concern also expressed that the Foundation would be competing with other year-end of the fundraising efforts. Lastly Co-Chair Shiner spoke of the need to define exactly what a "major gift" is.

Additional discussion ensued by the Board. A question was asked whether Members were expecting to vote on the recommendation this evening. Co-Chair Shiner indicated that tonight's presentation was to just get the dialog started. She reiterated that the objective is to develop goals for fundraising for a Major Gifts Program. A suggestion was given that this topic should be discussed at a "strategic meeting" to which Director Nielsen commented that the next extended meeting is scheduled for April. She added that she did not want the Committee to sit ideal until then and that the item could be brought back to the Board at their next scheduled meeting in January. In the meantime, she indicated staff could work with the Marketing Committee on a "Thanks for Giving" card. No other action was taken.

6. A brief update on the 2014/15 Tax Filing and 990 Questionnaire was provided by Analyst Silhanek. She indicated that Chair Snyder and Member Brown were going to review the tax forms and clarify some questions that have arisen. No other discussion was held.

Vice Chair Pachon left the meeting at 7:08 p.m. and returned at 7:11 p.m.

7. Chair Snyder opened discussion and selection of this year's Donor Recognition Awards and appropriation of funds to cover the event expenses. He called on Director Nielsen addressed the Board concerning the matter and referenced the September 23rd staff report that included a history of previous award recipients and potential recipients identified by the Executive Committee at their last meeting. These were Victoria Gardens as Outstanding Business; Kevin McArdle for Outstanding Individual and Harry and Judy Gibson as Distinguished Benefactor. Vice Chair Pachon added that these individuals and organization had a significant impact to the Cultural Center at its inception. Director Nielsen also spoke of potential expenses for the event and noted that currently \$400 was budgeted.

Chair Snyder left the meeting at 7:21 p.m. and did not return. Member Rivera left the

meeting at 7:22 p.m. and returned at 7:24 p.m. Member Arguello left the meeting at 7:25 p.m. and did not return.

The Board proceeded to discuss the matter. Comments were made concerning the event being poorly attended by donors in the past and giving complimentary tickets to encourage attendance. Manager Sluka-Kelly did clarify that only 80 tickets were left for the Peter Cetera performance scheduled for January 8th. Members then discussed the recommended donors to be recognized and the appropriateness of recognizing paid staff. Additional potential names were offered for others who have supported the Foundation including Dr. Scott Goldman recommended by Member Barag. Members Barag, Brown and Chen offered to volunteer to assist staff with the event. Following their discussion, action took place as follows:

MOTION: Moved by Member LeMond, seconded by Member Bryan, to approve conducting the Foundation’s Donor Recognition Event on January 8th and increasing the budget as recommended. Motion carried: 9-0-5 (Absent: Arguello, Baker, Galindo, Haddon and Snyder.)

MOTION: Moved by Member Bryan, seconded by Member LeMond, to approve recognizing Dr. Scott Goldman as Outstanding Individual for the 2015 Donor Recognition Awards. Motion carried: 7-0-2-5 (Abstain: Rivera and Shiner; Absent: Arguello, Baker, Galindo, Haddon and Snyder).

As requested at the beginning of the meeting, consideration and discussion regarding participation in the 2015 San Bernardino County “Give Big” Campaign was addressed. A fact sheet on the fundraiser was distributed to Members. Vice Chair Pachon spoke of an email received from Supervisor Janice Rutherford’s office with information on how to be a part of this year’s event. She added that participation in last year’s event resulted in the Foundation receiving \$750 in donations. Aspects of the fact sheet were noted including the upcoming trainings and cost to participate. Manager Sluka-Kelly indicated that this fundraiser would need to be coordinated by the Members. At that time, Member Bryan offered to assist and Member LeMond expressed his willingness to attend the trainings. The Foundation’s action followed:

MOTION: Moved by Member Bryan, seconded by Member LeMond, to approve participating in San Bernardino County’s 2015 “Give Big” Campaign and allocate \$100 for registration. Motion carried: 8-1-5 (No: Chen; Absent: Arguello, Baker, Galindo, Haddon and Snyder).

F. COMMITTEE UPDATES

1. *Golf Tournament* –Chair Rivera distributed a “Sponsorship Assignment” report which included a history since 2011 of contribution’s each Member was associated with. He referenced the assignments for the upcoming tournament and asked if Members had any other potential sponsors identified. He continued with the update by noting that

things are going well and near (*and maybe even ahead*) of where they were last year at this time. He encouraged the entire Board to attend, whether they are part of the Committee or not, especially for the dinner where they could say hello and thank the sponsors personally. He also commended his team's efforts.

Member Harrington left the meeting at 7:45 p.m. and returned at 7:47 p.m.

2. *Spring Events/Party Train* – Member Bryan commended Member Harrington on yet another successful “Quakes Night” fundraiser which raised \$1,300.

Member Shiner left the meeting at 7:50 p.m. and did not return.

3. *Executive/Finance* – already covered
4. *Arts Giving* – Manager Sluka-Kelly informed the Board that the time was nearing for high school scholarship packets to be sent out. She briefly explained that the scholarship's purpose is to award each of the four local high schools a grant up to \$500 for their performing arts programs. A sample packet was also distributed.
5. *Major Gift* – presented earlier
6. *Marketing and Outreach* – Vice Chair Pachon indicated that the next meeting will be held on October 13th at 4:30 p.m.
7. *Governance/Finance/Investment Committee* – Chair LeMond spoke of the Committee's meeting held on August 11th where they discussed the City's request for a Financial Compilation Report. They also reviewed the investment report and will be re-looking at various Foundation policies and the by-laws.

G. FOUNDATION BUSINESS

1. The update on Foundation Sponsored Activities was presented by Supervisor Sluka-Kelly. She reported on the upcoming MainStreet Theatre Company production of *Elephant & Piggie's – We are in a Play*” which has a run from October 10th through October 25th and includes “Foundation Family Saturday” and “Foundation Family Flex Packs.” She also informed the Foundation of the successful season opening act *Commodores* who performed at the Playhouse on September 12th. She added that the next Foundation sponsored shows are *Colin Mochrie & Brad Sherwood's Two Man Group* and the RC Community Theatre's production of *Miracle on 34th Street*. Vice Chair Pachon added that the juried fine arts show and festival of the Associated Artists of the Inland Empire had a successful weekend due in part to the Foundation's support. She recommended that Members consider attending next year's event and noted that three pieces of artwork were donated for the Golf Tournament. No other discussion was held.
2. Vice Chair Pachon provided a quick review of the Committee and Board Meeting

Schedule that was distributed to the Members. Treasurer Chen indicated she should be available to attend the next Executive Committee meeting scheduled in December. The other upcoming Committee meetings are Golf Tournament and Marketing. No other discussion was held.

H. IDENTIFICATION OF ITEMS FOR FUTURE MEETINGS

1. Major Gifts Policy

I. ADJOURNMENT

MOTION: Moved by Member Bryan, seconded by Member Barag, to adjourn the Regular Rancho Cucamonga Community & Arts Foundation Meeting. Motion carried: 8-0-6 (Absent: Arguello, Baker, Galindo, Haddon, Shiner and Snyder.) Meeting adjourned at 8:06 p.m.

Respectfully submitted,

Melissa Morales
Senior Administrative Secretary

**Approved by the Rancho Cucamonga Community & Arts Foundation: January 27, 2016
Motion carried: 10-0-3 (Absent: Brown, Galindo and LeMond)**