

RANCHO CUCAMONGA COMMUNITY & ARTS FOUNDATION
MINUTES OF THE SEPTEMBER 24, 2014, REGULAR MEETING

A. CALL TO ORDER

The regular meeting of the Rancho Cucamonga Community & Arts Foundation was held on Wednesday, September 24, 2014, at Celebration Hall, at the Victoria Gardens Cultural Center, located at 12505 Cultural Center Drive, Rancho Cucamonga, California. The meeting was called to order at 5:10 p.m. by Chair Snyder followed by the Pledge of Allegiance.

Present were: Board Members: Arguello, Barag, Brown, Bryan, Chen (arrived at 5:16 p.m.), Galindo, Pachon, Rivera and Snyder. Absent: Harrington and LeMond. Staff: Nettie Nielsen, Community Services Director; Francie Palmer, Community Services Marketing Manager; Sandra Ramirez, Management Analyst III; Daniel Schneider, Community Services Superintendent; Susan Sluka-Kelly, Cultural Arts Manager; Karen Silhanek, Management Analyst I and Melissa Morales, Senior Administrative Secretary.

B. ANNOUNCEMENTS/PRESENTATIONS

There were no Announcements/Presentations.

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 25, 2014.
2. To receive and file Treasurer's Reconciliation Summary Reports for the LAIF and PAL Accounts through August 2014.

Item D.2. was pulled for discussion and the following motion was made:

MOTION: Moved by Secretary/Treasurer Pachon, seconded by Member Rivera, to approve Item D.1., as submitted. Motion carried: 8-0-3 (Absent: Chen, Harrington and LeMond).

Member Chen arrived at this time.

Discussion regarding the Treasurer's Reports followed. Staff was asked if the \$300 expenditure for office supplies in August was normal. which Analyst Silhanek confirmed that the expense was not excessive, especially in light of the golf tournament. Staff was also informed of a correction to be made on Page 11 where "Bank of America Sponsor" and "Bank of America Grant" were reversed on the report. It was also noted the Reconciliation Summary (1010) – should indicate "Foundation Checking Account" rather than "PAL Checking Account." A motion was then presented as follows:

MOTION: Moved by Secretary/Treasurer Pachon, seconded by Member Arguello, to approve Item D.2., as amended. Motion carried: 9-0-2 (Absent: Harrington and LeMond).

Chair Snyder recessed the meeting at 5:17 p.m. for a light dinner and reconvened the meeting at 5:28 p.m. with all Members present except Members Harrington and LeMond.

E. FOUNDATION BUSINESS

1. The update on recent amendments to the City's Investment Policy and proposed changes to the Foundation's Policy was opened by Director Nielsen who began by explaining to the Board that their policy mirrors the City's policy which recently went through some minor changes. Analyst Ramirez was then called upon to further report on the matter. Analyst Ramirez listed the three main areas of revisions which related to delegation of authority, internal controls and performance. In the area of performance, she explained that annually the City's portfolio will be reviewed and compared with the appropriate benchmarks. She listed the priority of safety, liquidity and then yield and also indicated that staff could research local bank CD's for investment considerations. Director Nielsen added that Finance is recommending to have a broader definition of the investments rather than be so specific which could become restrictive. Analyst Ramirez concurred.

Board discussion ensued. Analyst Ramirez was asked if she had reviewed the Foundation's Investment Policy and if they can be even more aggressive with their investments. Analyst Ramirez confirmed that she did review the policy. She commented that if the Foundation's policy mirrors the City's exactly than aggressive investing would not be allowed. She was also asked if a list of permitted Government Code 53601 investments could be provided, which she said she would forward to Director Nielsen. She expressed her intent to continue to work with the Foundation. Lastly a question was asked if the City is holding the Foundation's monies and Secretary/Treasurer Pachon clarified that the Foundation has their own account separate from the City's. No other discussion was held or action taken. Analyst Ramirez was thanked for her support.

2. Update on the Foundation's Golf Tournament held September 8, 2014, was presented by Event Chair Rivera. He referenced the report contained in the agenda packet estimating the net profit for the event at approximately \$37,000. He reviewed the revenues and expenses for the Tournament and then spoke of the need for additional assistance if a tournament is held in 2015. He noted that Specialist Gautschi had resigned and Superintendent Schneider had been promoted and would no longer be part of the event team. Chair Rivera went on to explain that he would like to further explore the idea of hiring a consultant and to present his findings and recommendation at the next Board meeting. He added that he had received some unfavorable comments concerning hosting the tournament in September and Director Nielsen reminded the Board some of the reasons for the time of year the event is held including other staff obligations in late October/early November and Red Hill Country Club's policy to only allow hosting tournaments on Mondays.

Brief discussion by the Board ensued. A question was asked whether Specialist Gautschi and Superintendent Schneider would be replaced, reasons for this year's success compared to recent years and additional clarification on a potential consultant. Director Nielsen responded that the discussion of hiring a new Specialist would be held later and that, due to the re-organizing in the Community Services Department, former Supervisor Schneider's position had been re-aligned and would no longer be assisting the Foundation. Chair Rivera credited the assistance of staff, rather than paying a consultant, in helping reduce event expenses and also acknowledged the Board's efforts. A comment was also made that a focus should be given with Event Sponsor, Burrtec Waste, in an effort to increase their sponsorship level. Following their discussion, the Foundation took the following action:

MOTION: Moved by Member Galindo, seconded by Member Chen, to approve allowing Member Rivera to research potential dates to host the 2015 tournament as well as researching consultant services for the event. Motion carried: 9-0-2 (Absent: Harrington and LeMond.)

3. Chair Snyder called upon Director Nielsen for an update on staffing for the Foundation. She informed Members that today is Specialist Gautschi's last day of employment and that a recruitment should be started soon. She spoke of the need to get a better handle of the day-to-day duties of the position and also noted re-organizational changes taking place in the Community Services Department. For the Board's information, Director Nielsen also listed various major projects that will be impacting City staff's time including the implementation of the City's first Park Ranger program and building or finding a replacement for the family sports center. She did inform the Board that the staff at the Cultural Center will be providing additional assistance to them but that operations need to be reviewed and streamlined where possible. Manager Palmer also announced her recent promotion to Communications Manager for the City.

Discussion by the Board ensued. Staff was asked whether Manager Palmer's position would be re-filled, if the Board could be part of the interview process for the specialist position, clarification on who the specialist "reports" to, who will be handling the specialist's responsibilities until the position is filled and when the specialist position is anticipated to be filled. Director Nielsen responded that the marketing manager position would be filled, though it would not have the same responsibilities as Manager Palmer had. She also clarified that the specialist's position is supervised by Analyst Silhanek who will be taking on the responsibilities until the position is filled in the new year. She emphasized that the first priority for the specialist is to support the Board's fiduciary and accounting responsibilities. A suggestion was also given to provide the Board with the qualifications being sought and Director Nielsen reminded that the position classification needs to be consistent with the City's standards.

4. The update on the Board's Membership and consideration of appointments to the Foundation's subcommittees was presented by Director Nielsen who referenced the September 24th staff report listing the five Board Members whose terms were set to expire in December. She noted that Members Arguello, Barag and Brown had expressed an interest in seeking re-appointments, Member Kahn had resigned and that staff was waiting for Member Galindo's confirmation concerning his interest in returning to the Board. A question was asked regarding the re-appointment process, and Director Nielsen clarified that letters from the Board Members are submitted to the City Council Community Services Subcommittee who then recommend approval to the full City Council. Discussion continued concerning potential new appointees Nick Baker and Kimberly Alexander. Vice Chair Bryan offered to attend a lunch with the new candidates and Member Barag added that Jason Gould may still be interested in serving in the future. Clarification on the Board Member's term dates was requested. Director Nielsen explained that the term dates had been realigned from June to December to be consistent with the City's other commission and board term expiration dates.
5. Discussion on the Foundation's Student Scholarship Program was introduced by Manager Sluka-Kelly. The September 24th staff report was referred to which listed the scholarships awarded over the past three years for a total of \$4,000 awarded. Vice Chair Bryan, who had requested the agenda item, asked if different marketing of the scholarships to this school's was done this year. Manager Sluka-Kelly responded that due to changes in staff support, there wasn't the same amount of time given to getting the word out as in past years. She was also asked to explain the timeframe for the application period which she noted was January to March. Additional Board discussion took place as to whether they should award only one scholarship with the full amount of funding if only one application is received. Director Nielsen clarified that the Giving Committee recommends the scholarship amounts and a goal should be increased Board effort to ensure more applications are submitted. Vice Chair Bryan offered to assist in contacting local high school teachers.

F. COMMITTEE REPORTS

1. *Golf Tournament* – Committee Chair Rivera commented that he had a number of thank you plaques from the 2014 Tournament that needed to be hand delivered and ask for the Member's assistance. A question was raised whether letters thanking the sponsors are to be sent out and Chair Rivera responded that he is working on those and suggested that any Members who were personally responsible for securing a sponsor deliver their letter personally. Suggestions were also made to consider providing sponsors with tickets to a Playhouse performance and to send "save the date cards" as part of the thank you correspondence. Lastly, a recommendation was made that the letters include the appropriate wording reflecting the tax-deductible donation.
2. *Spring Events/Party Train* – Member Chen announced that the 2015 Monte Carlo Night fundraiser is scheduled for April 25th and Secretary/Treasurer Pachon committed to hosting another bunco fundraiser in the coming year.
3. *Executive/Finance* – no update given
4. *Board Development* – no update given
5. *Arts Giving* – Chair Snyder reported that scholarship packets had been sent to the local high school's band, choir, drama and dance departments and are due back by November 28th.
6. *Major Gift* – no update given
7. *Marketing and Outreach* – Committee Chair Pachon spoke of the well-attended Arts Show supported by the Foundation and suggested that the timing of the judging be re-considered in the future as some pieces were missed being judged this year.

G. FOUNDATION UPDATES

1. Manager Sluka-Kelly provided the update on Foundation Sponsored Activities. She encouraged the Members to attend an upcoming school performance of the production of the *Three Little Pigs*. She noted that the Foundation's support will be acknowledged at the "Broadway at the Gardens" performances of *Cabaret* to be held November 15th through November 23rd. Members were also encouraged to bring a potential sponsor to the *A Very Electric Christmas* to be held on December 13th. Manager Sluka-Kelly was asked for final update on the Bill Medley fundraising concert. She responded that approximately 400 tickets were sold with a net profit of \$5,000.
2. Review of the Foundation's Committee and Board Meeting Schedules was provided by Director Nielsen who distributed a calendar of upcoming meetings. No discussion was held on the matter.

H. IDENTIFICATION OF ITEMS FOR FUTURE MEETINGS

1. Member Brown reiterated the need for the Board to be kept apprised of the taxes. The item will be placed on the January agenda.
2. Member Barag requested an update on staffing at the next Board meeting.

I. ADJOURNMENT

The Regular Rancho Cucamonga Community & Arts Foundation Meeting was officially adjourned at 7:18 p.m. with all Members present except Harrington and LeMond.

Respectfully submitted,

Melissa Morales
Senior Administrative Secretary

Approved by the Community & Arts Foundation: January 28, 2015
Motion carried: 9-0-5 (Absent: Arguello, Brown, Bryan, Harrington and Pachon)