

**RANCHO CUCAMONGA  
COMMUNITY & ARTS FOUNDATION  
MINUTES OF THE JANUARY 27, 2016, REGULAR MEETING**

**A. CALL TO ORDER**

The regular meeting of the Rancho Cucamonga Community & Arts Foundation was held on Wednesday, January 27, 2016, 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 5:11 p.m. by Chair Snyder followed by the Pledge of Allegiance led by Member Rivera.

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

**B. ANNOUNCEMENTS/PRESENTATIONS**

1. Oaths of Office were administered by City Clerk Services Director Linda Troyan to newly re-appointed Board Members Linda Bryan and Tina Chen.
2. Community Services Director Nettie Nielsen presented a Five- Year Anniversary Award to Board Member Taro Barag.

The meeting recessed at 5:14 p.m. and reconvened at 5:22 p.m. with all Board Members present except Board Members Brown, Galindo and LeMond.

**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 September 23, 2015.
2. To receive and file Treasurer's Reconciliation Summary Reports for the LAIF and PAL Accounts through December 2015.

**MOTION:** Moved by Board Member Harrington, seconded by Board Member Chen, to approve the Consent Calendar, as submitted. Motion carried: 10-0-3 (Absent: Brown, Galindo and LeMond)

The Treasurer's Reports (Item D.2.) were referenced and staff was asked to summarize the investments into quarterly summaries.

### **E. FOUNDATION BUSINESS**

1. Review of the 2015 Golf Tournament Financials and Recommendations for 2016 was opened. Board Member Rivera reported that the 2015 Golf Tournament was a successful event. He acknowledged staff's efforts and gave a brief summary on all the areas that staff helped with to make this event successful. He is looking forward to next year and hopes to attract additional sponsors and golfers as this year's event did not show growth in sponsorships and had less golfers. He recommended the Board to consider and approve the date of October 24<sup>th</sup> 2016 for the next Golf Tournament at Red Hill Country Club as limited dates are available. He expressed his appreciation for Vice Chair Pachon and Volunteer Member Peter Bryan in their instrumental roles in the planning of the Golf Tournament and the relentless efforts put forth in recruiting sponsors for the event. Vice Chair Pachon voiced the importance of having additional Board Members assist in putting together future Golf Tournaments. Board Member Rivera agreed with Vice Chair Pachon and spoke of hardships in growing the signature event. Having additional Board Members on board would not only be greatly appreciated but will also help in growing and maximizing the events revenue. Board Member Shiner and Vice Chair Pachon agreed to be part of the 2016 Golf Tournament Committee.

The Board discussion included their questions regarding whether all Board Members attending the 2016 Golf Tournament Dinner have to pay. The Board came to the consensus that all Board Members would have to pay if they wished to attend the 2016 Golf Tournament Dinner. Lastly, Vice Chair Pachon remarked that everything ran so smoothly at the last tournament and commended Cultural Art's Manager Susan Sluka- Kelly and her Staff for their class act service. Following their discussion, the Board took action as follows:

**MOTION:** Moved by Member Bryan, seconded by Member Baker, to approve the proposed date and location for the 2016 Community & Arts Foundation Golf Tournament to be held on October 24<sup>th</sup> 2016 at Red Hill Country Club. Motion carried: 10-0-3 (Absent: Brown, Galindo and LeMond).

2. Discussion of special topics or training for the Extended Board Meeting on April 27, 2016 was opened for discussion by Chair Snyder. Director Nielsen confirmed that the next Board Meeting will be the Annual Extended Board Meeting. Vice Chair Pachon strongly recommended that the Board brings in a consultant to help manage the Board through its current transitioning stage. She suggested consultant Ray Patchett to help with leadership, coaching, organizational development and establishing a strategic vision for the Board. Director Nielsen remarked that Ray Patchett has worked with the City of Rancho Cucamonga numerous times and has proven to be an effective professional. She added and agreed that bringing in a consultant like Ray Patchett will help strengthen the capacity of the Board Members. Director Nielsen proposed that

the Board should create an Ad Hoc Committee to brainstorm on what the Board needs from consultant Ray Patchett. Board Member Shiner expressed her interest in joining the Ad Hoc Committee. Vice Chair Pachon suggested allocating a budget of \$5,000.00 to secure a consultant for the next Extended Meeting of the Community and Arts Foundation. Following their discussion, the Board took action as follows:

**MOTION:** Moved by Vice Chair Pachon, seconded by Board Member Bryan, to approve the securing of an outside consultant for an extended meeting with a budget of \$5,000.00 Motion carried: 10-0-3 (Absent: Brown, Galindo and LeMond.)

3. The major gift road map follow-up discussion was opened by Chair Snyder. Board Member Harrington updated the Board stating that the Major Gifts Committee met and set three (3) short term goals and three (3) long term goals. Donors need to be recognized in more effective ways so that they feel appreciated and know how their donations are impacting the program.

Brief discussion ensued in regards to the status of donor appreciation cards being sent before the end of 2015. Manager Sluka-Kelly informed the Board that the cards were not mailed out as there was insufficient time and staff to coordinate and send out the cards before the City's Holiday closure. Board Member Shiner suggested that the Board should review capacity to aid in reaching out to Donors and or helping in the process of ordering the cards and sending them out. Brief discussion ensued in regards to current staffing for the Community and Arts Foundation. Analyst Silhanek provided a brief update and stated that the vacant position of Jennifer Palacios has not been filled yet. Board Member Shiner inquired if the Community and Arts Foundation was allowed the opportunity to hire interns with marketing experience to aid in creating materials to send out on behalf of the Board to donors. Director Nielsen remarked that the City uses interns and does not see an issue with the Board hiring an intern to aid in special projects. Board Member Shiner offered to help find an intern through local schools and suggested a graphic should be developed with infographics and impacts. Director Nielsen suggested that the Board should agree on the impact statements they wish the info-graphic to illustrate and the highlighted statements should be items that recruit new donors and entice existing donors to continue to donate. Following their discussion, their action followed:

**MOTION:** Moved by Vice Chair Pachon, seconded by Chair Snyder, that the Major Gift and Marketing Committee would meet to discuss and create an info- graphic piece as proposed by Member Shiner illustrating the impact of supporter donations for review and final approval by the Board Motion carried: 10-0-3 (Absent: Brown, Galindo and LeMond)

Board Member Baker left the meeting at 6:40 p.m. and did not return.

4. Appointment of an Ad Hoc Committee to review and recommend processes for donation tracking and recognition was led by Chair Snyder. He recommended that the Foundation Board create a short term Ad Hoc Committee to review and recommend processes for donation tracking and recognition and appoint approximately three (3)

Board Members if such an ad hoc committee is formed. Donors have various desires for recognition and that an Ad Hoc Committee is needed to create a guideline showing how donors can achieve different levels of recognition. Board Member Barag inquired what the current policy is for donors to be recognized at different levels on the Donor Wall. Director Nielsen replied that the first donor names on the wall were a result from the PAL Campaign which was a joint capital fund raising effort between the Community Foundation (name at the time) and the Library Foundation. Eventually, the Foundations created "Spot Light Donors" that were tracked at various levels based on their level of contribution which gave donors an opportunity to move up on the wall. Some contributions and or donations have not been closely tracked or reported as an accumulation of the original PAL donation and that this recognition is important in donor stewardship and relations. The Ad Hoc Committee should work with the Major Gifts Committee to assist with reviewing and recommending the process to be followed in tracking incoming donations and contributions. Board Members raised a question as to what donations are not being tracked or recognized at the moment. Director Nielsen replied that not all donations are consistently tracked such as In-Kind donations and Auctions. The Board agreed that a new tracking system or policy needs to be created to credit donors with recognition for their contributions. Following their discussion, their action followed:

Board Member Rivera left the meeting at 7:05 p.m. and did not return

**MOTION:** Moved by Board Member Chen, seconded by Vice Chair Pachon, to approve the appointment of a temporary Ad Hoc Committee to review and recommend processes for donation tracking and recognition. Motion carried: 8-0-5 (Absent: Brown, Galindo, Baker, Rivera and LeMond)

5. Director Nielsen led the update on the 2015 Fundraising Goals and commenced preliminary discussion of 2016 Fundraising Goals. In April of 2015 the Board adopted fundraising goals for fiscal year 2015/16 to be included in the budget. She presented the Board with a report showing actual figures if the event had been held. The Board is scheduled to adopt new goals at the next April Extended Board Meeting. Director Nielsen then opened the floor for the Board to have preliminary discussion on future fundraising goals. Board Members reviewed the report and discussed projected goals and budgeted goals. No further discussion was held.
6. Chair Snyder led the Consideration of Request for Support for the Playhouse Programs for 2016/17 Season and reallocation of funds for 2015/16. Staff recommended that the Foundation Board review requested funding allocation for support of Victoria Gardens Cultural Center & Lewis Family Playhouse programs for the 2016/17 Season for approval. The support amount of \$60,000.00 was requested by staff to be dispersed for Cultural Center programming. Manager Sluka- Kelly distributed and reviewed the breakdown of the request for support to be used strictly for Cultural Center Programming. Following their discussion, their action followed:

**MOTION:** Moved by Vice Chair Pachon, seconded by Chair Snyder, to redirect funding allocations for Foundation supported events and programs for 2016/17 fiscal year. Motion carried: 8-0-5 (Absent: Brown, Galindo, Baker, Rivera and LeMond)

Manager Sluka-Kelly then discussed the recommendation of the reallocation of funds for the current fiscal year due to a few changes and cancellations. She noted that the Dragonfly Orchestra performance was canceled saving a sponsorship as well as savings from the *World Music Concerts of Summer* as some equipment was not needed which combined is a sponsorship savings of \$6,100.00. Manager Sluka-Kelly recommended that the saved funds be reallocated towards the sponsorship of a different show titled: "*Cherry Poppin' Daddies- The Rat Pack Tribute*", scheduled at the end of the season. The Playhouse will provide the Board with up to 100 *Rat Pack Tribute* tickets for the Board to use for donor development and give the opportunity for invited guests to enjoy the show with the possibility of hosting a pre-show reception. The savings as indicated would cover both requested reallocations as well as the increase in the donor awards event budget without increasing the total program support. Board Members agreed to reallocate \$6,100.00 in funds to best suit the Board's and Playhouse's needs and priorities. Following their discussion, their action followed:

**MOTION:** Moved by Board Member Barag, seconded by Treasurer Chen, to reallocate funds in the amount of \$6,100.00 to best suit the Playhouse's needs and priorities for 2015/16 fiscal year. Motion carried: 8-0-5 (Absent: Brown, Galindo, Baker, Rivera and LeMond)

7. Director Nielsen led the consideration of a request to authorize adding restricted fund accounts for future fundraising related to Community Services Department Projects. She gave a brief update with news that the Animal Shelter's Foundation documentation has been approved by the City Attorney and will go to City Council for approval in the upcoming months. An open recruitment for Board Members would follow with an appointment of the Board by City Council. The Community Services Department recently had an open recruitment for the position of a Joint Fund Development Coordinator to be shared with the Library, but a candidate was not chosen and recruitment would continue until the position is filled. Once the position is filled the Community Services Department is anticipating several campaigns to commence. Some of the campaigns include: a Capital Campaign with naming rights for the Gymnasium, Central Park and the Cultural Center. Director Nielsen presented the recommendation that the Board authorize the creation of restricted fund accounts for planned future fundraising efforts. That the accounts would only be created as funds are received and are only for Community Services projects. A Board Member inquired why the process should change to a restricted account and not be treated as an affiliate account. Director Nielsen replied that affiliate accounts should be used for outside entities and restricted accounts for City related funds. Director Nielsen recommended the approval of the restricted fund accounts as capital campaigns will soon be rolled out and staff would need the approved restricted accounts ready to

deposit donations as they come in from the planned capital naming right campaigns. Following their discussion, their action followed:

**MOTION:** Moved by Board Member Chen, seconded by Board Member Bryan, to authorize adding Restricted Fund Accounts for future fundraising related to Community Services Department Projects. Motion carried: 8-0-5 (Absent: Brown, Galindo, Baker, Rivera and LeMond)

8. Chair Snyder called upon Analyst Silhanek to review the Reported Fiscal Year 2014/2015 year End Budget for acceptance and approval from the Board. Analyst Silhanek distributed and described the year-end financial reports explicating the reports in detail to the Board. No other discussion took place, their action followed:

**MOTION:** Moved by Chair Snyder, seconded by Board Member Arguello, to approve and accept the Reported Fiscal Year 2014/2015 Year End Budget. Motion carried: 8-0-5 (Absent: Brown, Galindo, Baker, Rivera and LeMond)

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

1. *Golf Tournament* – Update given earlier by Committee Chair: Rivera
2. *Spring Events/Party Train* – Board Member Barag updated the Board that the Monte Carlo Night Fundraiser will be held on April 30<sup>th</sup> at the Cultural Center.
3. *Executive/Finance* - No update given
4. *Arts Giving*- Brief discussion was held regarding the student scholarships which are currently open for high seniors to apply. Manager Sluka-Kelly indicated that staff would post the scholarship information on the Foundation's web-site
5. *Major Gift* – Update given earlier
6. *Marketing and Outreach* – Vice Chair Pachon informed the Board that the Committee is working on the next Annual Report which will be completed by Spring 2016.
7. *Governance/Finance/Investment Committee* – Chair Bryan updated the Board on obtaining a second extension on the Foundation's taxes. Member Barag highly praised Board Members: Snyder, Brown, Harrington and Chen for their extra time and efforts in reviewing the Foundation's taxes.

#### **G. FOUNDATION UPDATES**

1. Manager Sluka-Kelly was called upon for Staff's Update on Foundation Sponsored Activities. The Main Street Theatre Company's production "*Fairytales Unscripted*" was opening Saturday and scheduled to run through February 14<sup>th</sup>. They will be

completely improvised plays in the style of classic fairytales. Board Members inquired how ticket sales were going with *"Fairytales Unscripted."* Manager Sluka-Kelly replied that they are not as strong with the general public but that the tickets were favored and selling rapidly with schools. Other upcoming shows mentioned by Manager Sluka-Kelly included: *"Cats"* scheduled to run from March 11<sup>th</sup>-20<sup>th</sup>, *"Mirette"* scheduled to run from April 23<sup>rd</sup> to May 8<sup>th</sup> and the *"Cherry Poppin' Daddies- The Rat Pack Tribute"* scheduled to perform on June 4<sup>th</sup>. Lastly, she informed the Board that she sent out invitations to all Board Members to join them for *"Curtain Call Cocktails"* on Friday, February 5<sup>th</sup> to celebrate their 10<sup>th</sup> season at the Playhouse.

2. A brief review of the Board's Subcommittee and Board Meeting Schedules and additional membership on the Executive Committee was led by Director Nielsen. She announced that Board Member Scott Haddon has resigned from the Board. She also stated that Board Member Shiner will now join the Golf Tournament Committee. Board Members were encouraged to join and assist Board Member Rivera with the next Golf Tournament. No Further updates were given.

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

There were no new items identified for the future meeting.

#### **I. ADJOURNMENT**

The Regular Rancho Cucamonga Community & Arts Foundation Meeting was officially adjourned at 7:42 p.m. with all Board Members present except Board Members: Brown, Galindo, Rivera, Baker and LeMond. Meeting adjourned at 7:42 p.m.

Respectfully submitted,

**Jasmin Oriel  
Office Specialist II**

**Approved by the Rancho Cucamonga Community & Arts Foundation: April 27, 2016  
Motion carried: 7-0-4 (Absent: Baker, Brown, Bryan and Rivera)**