

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

A. CALL TO ORDER

The regular meeting of the Rancho Cucamonga Community & Arts Foundation was held on Wednesday, April 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 5:20 p.m. by Chair Snyder followed by the Pledge of Allegiance led by Vice Chair Pachon.

Present were: Board Members: Arguello, Barag, Chen, Harrington, Pachon, Shiner and Snyder. Absent: Baker, Brown, Bryan and Rivera. Staff: Daniel Schneider, Community Services Superintendent; Susan Sluka-Kelly, Cultural Arts Manager; Karen Silhanek, Management Analyst I; Jennifer Brown, Management Analyst I and Jasmin Oriel, Office Specialist II.

B. ANNOUNCEMENTS/PRESENTATIONS

1. Chair Snyder presented Consultant Ray Patchett to the Board and informed that he would be observing tonight's meeting.

The meeting recessed at 5:25 p.m. and reconvened at 5:35 p.m. with all Board Members present except Board Members Baker, Brown, Bryan and Rivera

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 January 27, 2016.

Vice Chair Pachon referenced Page 3 (Item E.3.) and requested that a revision be made to the Minutes for the motion to reflect 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.

2. To receive and file Treasurer's Reconciliation Summary Reports for the LAIF and PAL Accounts through March 2016.

The Treasurer's Reports (Item D.2.) were referenced and staff was praised for the helpful notes included in the reports. A suggestion was made by a Board Member to explore the possibility of Analyst Silhanek providing the Board with copies of received investment statements as they come in. Analyst Silhanek replied that she would send the investment statements as she receives them to keep the Board up to date. A motion was then made as follows:

MOTION: Moved by Vice Chair Pachon, seconded by Board Member Chen, to approve the Consent Calendar, as amended. Motion carried: 7-0-4 (Absent: Baker, Brown, Bryan and Rivera)

E. FOUNDATION BUSINESS

1. Chair Snyder led the discussion of consultant services for strategic planning process. He highlighted some of the current issues that the Community and Arts Foundation is facing and called upon Members for input on the areas that they thought were most pertinent for Consultant Ray Patchett to accomplish for the Foundation. Discussion ensued amongst Board Members and suggestions were made to break down the process into two different steps with two meetings where Board Members first brainstorm to identify what ideas the Board would like to bring to life followed by a second meeting where a roadmap to accomplish set goals is created. Consultant Ray Patchett introduced himself to the Board and stated that first and foremost he was impressed with the current mission, vision and strategic planning of the Community and Arts Foundation. He asked the Committee to contemplate what they were raising money for and their target goals and bring that to the table at the next meeting. Patchett explained that he would set up two separate meetings, a brainstorming session and a goal setting session. He noted that he would like to build on what the foundation is doing and take the Community and Arts Foundation to new levels of accomplishments.

Board Member discussion ensued and questions were directed towards Consultant Patchett. The Board inquired in regards to what the process would be like in the event that they moved forward with Consultant Patchett and how he would deliver results. Consultant Patchett replied that his notion would be to review the current mission, vision and goals and see if it is still what the Board wants or if it has evolved and in need of change. He added that his goal would be to clarify the vision and mission of the Foundation so that the Foundation not only will set and reach new goals through a participative process of strategic planning but also have a sense of being re-energized and refreshed once the Board finds their true mission and vision. Consultant Patchett suggested Board Members to find their strengths and build upon them. Comments were made that Consulting Services have been sought after before but that results were not seen. Board Members remarked that to find this process successful they would like a strategic plan with a solid road map to be provided by the end of the consulting process. Consultant Patchett suggested the Board to generate

a survey to explore what donors are looking to support as well as what the needs in the community are as they may have changed from what they were in the past. He stated that scanning the environment with a tailored needs assessment survey would be an ideal start for their strategic planning, even if it meant postponing his services. Manager Sluka-Kelly shared that the Cultural Center had obtained great information in the past and mentioned that she could ask survey author Jim Royce to help generate a tailored survey for the Community and Arts Foundation. Members discussed and weighed the options presented to the Board and agreed that conducting a needs assessment survey would be in the best interest of the Board to aid in identifying what is important to donors and what they are looking to sponsor while also finding out the needs of the community to not only raise money but also know where to allocate the money that is raised. Following their discussion, the Board took action as follows:

MOTION: Moved by Vice Chair Pachon, seconded by Member Barag, to task the Marketing Committee to develop a tailored needs assessment survey with Jim Royce to be reviewed by Consultant Patchett and approved by the full Board in June 2016. Motion carried: 7-0-4 (Absent: Baker, Brown, Bryan and Rivera)

2. Manager Susan Sluka-Kelly led the discussion of the upcoming 2016 Tour de Fork event. She announced that tickets would soon go on sale at the Box Office, City Hall and through PayPal. She asked Board Members how they would prefer to sell tickets this year. Analyst Silhanek commented that last year all Board Members were assigned ten tickets but that not all tickets were sold. Board Members suggested 4-6 tickets for Board Members to start with and for Members to request additional tickets as needed from the Box Office or City Hall. Analyst Silhanek was nominated to be responsible for tracking ticket sales and to be the main contact for Board Members to request tickets. Board Members asked for flyers to aid them in promoting and selling tickets for the event. Staff replied that the flyers would soon be available and displayed at Victoria Gardens and the City's website. No further discussion followed.
3. The City capital campaign update was opened by Superintendent Schneider. He informed the Board that the Community Services Department and the Library are coordinating efforts so that both campaigns are approved by City Council on May 18th 2016. He then shared a draft of the proposed Gymnasium Complex and reviewed the naming opportunities, terms, costs, floor plan and amenities of the future Gymnasium.

Brief discussion ensued in regards to the length of the Naming Rights Campaign and if it was a perpetuity naming opportunity. Superintendent Schneider replied that it was a 20 year Naming Rights Campaign opportunity and not a perpetuity naming opportunity. Lastly, Superintendent Schneider shared his excitement for the project and answered questions brought forth by the Board. No further discussion ensued.

4. Chair Snyder opened the discussion of a potential Foundation reception in conjunction with the Rat Pack Tribute on June 4, 2016. Manager Sluka-Kelly announced that one-

hundred (100) tickets would be available for Board Members to invite donors to the upcoming performance of the *Cherry Poppin' Daddie's Rat Pack Tribute*. She noted that the tickets could be used to show donor appreciation and suggested that it would be a great opportunity to host a pre-show reception prior to the 8:00 p.m. performance.

Brief discussion ensued; Chair Snyder asked if the Board had budgeted to have a reception. Manager Sluka-Kelly replied that the reception has not been budgeted and can be assigned to be budgeted through the Executive Finance Committee if the Board decides to plan a reception. The Board asked if the new season brochure would be available to guests that night. Manager Sluka- Kelly replied that it would not be available to the general public until July. The cost of holding a donor appreciation reception was discussed. Manager Sluka- Kelly estimated that the reception would be about \$1,500.00. Lastly, the Board discussed and agreed that the tickets would be distributed on a first come first serve basis. Following their discussion, their action followed:

MOTION: Moved by Board Member Chen, seconded by Chair Snyder, to appoint the Executive Finance Committee to review the need of a donor appreciation reception and allot up to \$1,500.00 to be used towards the reception. Motion carried: 7-0-4 (Absent: Baker, Brown, Bryan and Rivera)

F. COMMITTEE REPORTS

1. *Executive/Finance* - No update given
2. *Spring Events: Cinco De Bunco* – Vice Chair Pachon updated the Board that eleven (11) tables had been sold and that she expects that the event will be a fun filled event. *Monte Carlo Night* – Committee Chair Barag updated that the Fundraiser is going well and that they will have good entertainment and silent auction prizes to offer this year.
3. *Donor Tracking and Recognition* – Committee Chair Chen noted that she is working alongside with Analyst Silhanek in tracking all expenses on worksheets and creating a uniform method to track in-kind donations.
4. *Arts Giving*- Brief discussion was held regarding the student scholarships which are currently open for high school seniors to apply and are available on the Foundation's website. Manager Sluka-Kelly indicated that staff has received three (3) scholarship applications so far and will forward all applications to Committee Members to review once the scholarship campaign closes on Friday, April 29th.
5. *Major Gift* – Committee Chair Harrington noted that they have not compiled a "Thank you" infographic yet. Member Shiner mentioned that she has two interns willing to volunteer their time to create donor relations materials for the Foundation. Both have submitted portfolios to showcase their scope of work to the Board.

6. *Marketing and Outreach* – Vice Chair Pachon shared a draft of the Bi-annual Report which will be completed by June 2016.
7. *2016 Golf* – Manager Sluka- Kelly informed the Board that the Golf Committee would start meeting in May to plan this year's tournament.

G. FOUNDATION UPDATES

1. Manager Sluka-Kelly was called upon for Staff's Update on Foundation Sponsored Activities. She updated that The Main Street Theatre Company's premier production "Mirette" is scheduled to run from April 23rd to May 8th and that the last show of the season the "Cherry Poppin' Daddies- The Rat Pack Tribute" is scheduled to perform on June 4th. Lastly, she shared her excitement as the Playhouse is in the final stages of finalizing their 11th Season.
2. A brief review of the Board's Subcommittee and Board Meeting Schedules and additional membership on the Executive Committee was led by Chair Snyder. He informed that the scheduled Extended Meeting for June 22nd would no longer be an Extended Meeting but instead a Normal Meeting that would commence at 5:00 p.m. Lastly, he announced that Board Member Rod LeMond has resigned from the Board. 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 7:33 p.m. with all Board Members present except Board Members: Baker, Brown, Bryan and Rivera. Meeting adjourned at 7:33 p.m.

Respectfully submitted,

**Jasmin Oriel
Office Specialist II**

Approved: June 22 2016

Motion carried: 7-0-4 (Absent: Baker, Brown, Bryan and Rivera)