



MINUTES

Committee: FOUNDATION
Date: February 19, 2015
Time: 12:00 Noon
Location: Juniper Hall ST-541

Present:

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> R. Carson | <input checked="" type="checkbox"/> C. Johnson-Taylor | Ex-Officio: |
| <input type="checkbox"/> D. Crippens | <input checked="" type="checkbox"/> D. Kuba | <input checked="" type="checkbox"/> L. Frank |
| <input checked="" type="checkbox"/> R. Ely | <input checked="" type="checkbox"/> R. Lane | <input checked="" type="checkbox"/> M. Gallagher |
| <input checked="" type="checkbox"/> S. Foley | <input checked="" type="checkbox"/> K. Phipps | <input checked="" type="checkbox"/> C. Anderson |

Staff:

- A. Arnold, Executive Director
- C. Du, Assistant

Guests: Victoria Genevier, Stanislawski and Company; Iris Caplan, ICAP Specialty Events; Fred MacFarlane, Public Relation.

Meeting Convened: The Foundation Board meeting was called to order at 12:05 p.m. by Co-Chair, Darlene Kuba.

Public Comment: No public comment.

Approval of Minutes: The minutes from the Board meeting held January 29, 2015 were approved.

ITEMS

<p>Item IV: Executive Director’s Report</p> <p>Key Consideration</p> <ul style="list-style-type: none"> • Abby Arnold invites the board to the scholarship ceremony on March 26 at 3pm. • Abby Arnold brings forth a request from the campus scholarship committee for \$1000 of flowers to decorate the stage at the awards ceremony. The Flowers will be planted on campus after the ceremony. • The board declines request because they feel that the money would be better spent on two \$500 scholarships, which follows more with the mission and purpose of the foundation. • Sean Foley offers to split the cost with the college or the scholarship committee if he can see a budget for the flowers. • Krista Phipps offers to find funding for the decorations if they are drought tolerant



MINUTES

<p>plants.</p> <ul style="list-style-type: none">• Abby Arnold goes through Items A-C below.• Item A - Board Committees Review and Recruitment:<ul style="list-style-type: none">○ A nominating committee is formed and composed of members: Darlene Kuba, Chini Johnson-Taylor, Rob Carson, Krista Phipps, and Carole Anderson.○ An audit committee is formed and composed of members: Randall Ely, Sean Foley, and Rod Lane.• Item B - 2015-2016 Budget Process:<ul style="list-style-type: none">○ The bylaws require that a budget be adopted in May. A draft will be created in March which will allow for two months for discussion and changes before its adoption in May.• Item C - Fundraising Plan:<ul style="list-style-type: none">○ The short term year long fundraising plan will include alumni giving, employee giving, alumni data mining, grant proposals, and pathways fundraising.○ The Alumni giving program will start in April with 90th anniversary celebrations.○ An employee giving campaign will be revived at convocation in August. Campus employees will be encouraged to give to the foundation through a payroll deduction program.○ In terms of corporate and business fundraising, a strategy will be put in place to fundraise for the different pathways. The foundation does well with construction but there are other fields of study on campus where money should be coming through too.
Action Taken: The nominating and audit committees are formed.

Item V: Monthly Budget Statement
Key Consideration <ul style="list-style-type: none">• Victoria Genevier explains the monthly budget statement.<ul style="list-style-type: none">○ Balance Sheet Items. Net Assets were \$1,430,358.63. There was a payroll liability of \$198.12. There was one change made by the auditor which is an addition of prepaid insurance for the amount of \$8266.00 which will be amortized.○ Statement of Revenues, Expenses, and Net Assets. There was income of \$13,000 of income from the annual fundraising dinner, and investment income of \$848.01 in dividends and interest income. For expenses there was \$92.94 in credit card fees, and salaries of \$1035.33, which should increase in next month's statement with/ Abby's salary included. There was an unrealized loss from investments of \$2405.44. The net revenue for the month was \$10,315.20.• Victoria explains the draft income statement with restricted and unrestricted funds separates out.
Action Taken: No action required.



MINUTES

Item VI: Foundation Marketing Strategy & Website

Key Consideration

- Fred MacFarlane shows the foundation the new website at foundation.lattc.edu.
- Fred MacFarlane states that the site is still under construction and will launch in early March.
- Fred MacFarlane states that the site is optimized for mobile devices so it will look different on a computer desktop.
- Fred MacFarlane states that there will be Mission, Sponsors, and Scholarships pages.
 - Mission page. This page includes the foundation's mission statement. There is a short mission statement sentence on the home page which states, "We help women and men move from college to the working world."
 - Sponsors page. This page is for major donors whose corporate logos will be displayed.
 - Scholarships page. This page will list student scholarship recipients and the amounts they were given.
- The board is concerned with the privacy issues regarding posting the student scholarship recipients and the amounts they received on the website. The board discusses alternatives.
- Fred MacFarlane wants to change the foundation logo to include the word "College."
- Chini Johnson-Taylor agrees that the word "College" MUST be included.
- Carole Anderson states that she will track down the student who made the logo and have them make the changes.

Action Taken: No action required.

Item VII: 2015 Gala

Key Consideration

- Iris Caplan updates the board on the status of fundraising from the 2015 annual dinner.
 - The date of October 22nd is secured for the annual dinner.
 - The first \$10,000 silver sponsor is SoCalGas from Krista Phipps.
- Iris states that the board should get a list of potential honorees together for the next meeting. Once honorees are confirmed, she can start working on the funding.
- Rob Carson inquires as to whether or not Iris has any donor cards yet that he can hold on to and give out.
- Sean Foley agrees with the request since charitable giving from banks is generally first come first serve.
- Iris states that she will get the donor cards made.

Action Taken: No action required.

Item VIII: Colburn School of Music Performance June 21st Sponsorship

Key Consideration

- Chini Johnson-Taylor talks about her involvement with the Colburn School of Music.
- Chini Johnson-Taylor states that the Colburn School of Music states that the school was initially going to perform on campus in 2016 but moved the performance up to 2015.
- Chini Johnson-Taylor states that they came to visit President Laurence Frank and Mary



MINUTES

Gallagher today.

- President Laurence Frank states that they will be performing where the current E building is being demolished. It will be a reintroduction of the campus.

Action Taken: No action taken.

Item IX: 90th Anniversary Historical Atrium Display

Key Consideration

- President Laurence Frank states that there will be a display on the campus’s history in the atrium in April to commemorate the 90th anniversary.
- President Laurence Frank states that it is an opportunity for the foundation to collect alumni information.

Action Taken: No action required.

Item X: Remarks from the President

Key Consideration

- President Laurence Frank talks about the following 90th Anniversary event schedule:
 - Construction / Career Awareness Day – March 19th
 - Deans Awards and Scholarships Ceremony – March 26th
 - Exhibit Opening – April 25th
 - Campus Anniversary Celebration “Fun Day” – April 2nd
 - Alumni Welcome – May 2nd
 - Dancing with the Foster Care All-Stars - May 7th
 - Tools for the Trades Rally – May 6th
 - Tools for the Trades reception – May 14th
 - Gold Thimble Fashion Show – May 29th
 - Colburn Concert – June 21st
 - Trike-a-thon
 - Spring Campus Picnic
 - Dream Makers Student Benefit Scholarship Dinner – October 22nd
- President Laurence Frank states he would love the campus and foundation to coordinate on any of the mentioned events but he definitely wants sponsorship for the April 25th Exhibit Opening.

Action Taken: No action required.

New Business

- Next Board meeting scheduled for Thursday, March 19th, 2015, at 12:00 p.m. in the President’s Conference room in Juniper Hall.

Actions Taken: No action required.

Meeting Adjourned: A motion to adjourn the meeting was made by Krista Phipps and seconded by Chini Johnson-Taylor. The meeting adjourned at 1:06 p.m.