
Board of Directors

Unadopted Meeting Minutes

Thursday, November 19, 2020

Meeting 4:00 pm to 5:30 pm

Via Zoom

Members Present: Steve Page – Chair, Teresa Norton – Vice Chair, Frank Chong – Secretary
Kate Jolley – Treasurer, Scott Bartley, Jeff Bricker, Dan Condron, Maggie
Fishman, Doug Garrison, Suzy Marzalek, Jorge Servin, Kris Shear, Bill
Traverso, Shirley Ward

Committee Henry Beaumont (Ag Trust)

Representatives: Brian Marvin (Bear Cub Athletic Trust)

Lori Torkelson (Friends of Petaluma Campus Trust) ABSENT

Staff: J Mullineaux, Breanne Beseda, Sarah Laggos

Guests: Scott Omerod – Leap Solutions

1. Call to Order and Introductions

Called to order at 4:00 pm

2. Approval of 9/17/2020, 10/15/2020, and 10/30/2020 Minutes (*Attachments*)

Motion to approve all three sets of minutes (SRJC Foundation Board Retreat part one and two as well as emergency FBOD meeting minutes). M/S/P

3. Public Comments

No public comments.

4. SRJC President's Report – Dr. Frank Chong

Dr. Chong believes Community Colleges will play an aiding role in raising the economy post COVID-19 stay-at-home orders. Prop 15 did not pass; Measure O was approved and SRJC Foundations' \$20K investment will generate \$8M over a ten-year period for mental health and homeless services throughout SRJC District. Caroline Banuelos was elected as a member of SRJC Board of Trustees; Mariana Martinez was re-elected. Dr. Chong met with Dr. Mase and she approved to expand to 68 sections of in-person classes dedicated to essential workers (labs and public safety) and outdoor athletics. J reminded Dr. Chong to update FBOD on the land acknowledgement resolution approved by SRJC Board of Trustees. Dr. Chong stated that Brenda Flyswithawks proposed to acknowledge Pomo and other tribes that were present on land that is now SRJC. A statement approved by the Trustees will be included in e-mail signatures, event

programs, and announcements to recognize the contributions of Native Peoples. SRJC supports diversity and inclusion.

5. Strategic Plan Next Steps– Steve

Steve thanked Scott from Leap Solutions for facilitating the Board Retreat meetings and thanked SRJC colleagues for their feedback on the strategic plan. He thanked Sarah and Breanne for their input on the visual document of the Strategic Plan. Suzy added that Breanne’s visual of the Strategic Plan was aspirational.

Sarah, Breanne, and J presented the 3-year Strategic Plan. This plan will help create an annual plan with metrics that will be presented in January 2021. Suzy will assist in creating a dashboard to measure progress.

- Philanthropic Growth– Sarah
 - I. Establish a process to identify evaluate and communicate strategic funding priorities at SRJC. Written procedures for this new goal will need FBOD approval and commence in 2022.
 - II. Establish the annual fundraising plan including a goal that demonstrates significant annual growth. Fundraising efforts will be ongoing beginning with consultant recommendations and then annual plan, face to face meetings, and planned gifts. An annual plan with metrics will be developed for each FY.
 - III. Develop and strengthen collaboration with our College colleagues to build a culture of philanthropy. This will consist of meeting with SRJC departments and sharing Breanne’s visual presentation. Scholarship office and Foundation will revise scholarship guidelines/procedures and encourage retiree giving.
 - IV. Establish a discretionary fund to support the most pressing or emerging opportunities on campus. Criteria for fund distribution will be developed.
- Business Model and Structure – J
 - I. Develop a revenue structure that sustains SRJC Foundation. Steps to accomplish this will be to interview Colleges and Universities, revise fee policy in order to obtain administrative efficiency and reassess the 5-year budget forecast for FBOD approval.
 - II. Create approaches for assessment, research, and analytics. CCS Fundraising will report their findings.
 - III. Review and revise the investment policy to include impacts on social good in alignment with returns on investment. In January 2021, the Investment Committee and FBOD will be coached by Graystone Consulting on environmental, social, governance and impact investments. After the investment committee reviews options, these will be presented to FBOD for consideration.

J invited FBOD to attend the Executive Committee meeting on December 16 at 8:00 a.m. where CCS will give their final report.

- Marketing and Communications (Branding) – Breanne
 - Breanne stated that Suzy will be the staff lead and committee Chair for this goal.
 - I. Rebrand the Foundation to better represent the personality and priorities of the organization. This includes creating a new brand identity and logo, vision, values, and standards by September 2021.
 - II. Develop a strategy and implement an annual communications and marketing plan. There will be an updated website after the new brand identity has been established.
- Governance– J
 - J, Steve and Teresa will meet on November 30 to begin working on this extensive task.
 - I. Ensure a Board of Directors that is diverse, engaged, informed, and enthused to help fulfill the mission and vision of SRJC Foundation. Recruitment will include diverse skills and experience. Recruitment will be followed with orientation and mentoring. By-laws will be revised and presented to the FBOD and then Board of Trustees for approval. A new strategic plan will begin in 2023. SRJC and SRJC Foundation memorandum of understanding expires June 30, 2021. A new MOU will need to be established. The ByLaws committee will meet to revise the bylaws, then they will be presented to FBOD and Board of Trustees.
 - II. Guide and partner with Auxiliary Trusts (FOP, BCAT and AG) to enhance mutual beneficial relationship in support of the District. Trusts will be involved in developing a recruitment plan. Trusts and Foundation will meet to establish trust, mutual understanding of benefits, expectations and identify areas where committees can be supportive of each other. The mutual goal is sustainability and growth.
 - III. Identify innovative strategies to modernize systems and structures for efficiency and impact. CRM systems need to be researched and acquired followed with software training. Policies will be reviewed to allow access to fund information such as endowment payout.

Steve made a motion to approve the Strategic Plan. M/S/P

6. Development Activities – J

J thanked Bill Traverso, Bill’s son Chris, Steve, Shirley and Scott Bartley for connecting them with opportunities and prospects. There is a \$30K grant pending. J also thanked everyone that participated in his 360 appraisal report conducted by Leap Solutions.

Funding priorities were \$5M prior to J’s arrival. These priorities excluded SRJC Housing and STEM projects, bringing District needs to \$8M. Leadership training and other support for students is also an area of focus and the purpose of the intended “opportunity fund.” J and Breanne are working with Howard Dalton, Benjamin Goldstein, Terry Lindley, and Steve Olsen to raise funds for Ag and Natural Resources to match Hansen Foundation grant of \$500K; to date \$245K has been secured. There will be a similar small committee formed to manage the Student Housing endowment campaign. This endowment will allow prices for on-campus student housing to be at or

below market rate cost. Sarah will be forming a committee and their focus will be on the STEM project. Petaluma and KAD are also focus areas. Maggie asked if there were criteria that determined the needs and numbers; J answered that the list was created before his arrival and additional needs were brought to Foundation attention from the Trusts. Student Housing and STEM projects were then introduced and are both necessary projects. These will be Foundation focus areas for the next three years but moving forward, Foundation is excited to work with campus colleagues in order to identify criteria for adopted areas of opportunity and support.

7. Trust Committee Reports (3 minutes)

AgTrust Committee - Henry

- AgStravaganza will more than likely be postponed due to COVID-19.
- In January, AgTrust will nominate four individuals to join their committee.
- J, Terry Lindley, Steve Olson and Howard Dalton are working on matching the \$500K Hansen Foundation match.

Bear Cub Athletic Trust Committee – Brian

- Community colleges are required to decide whether or not their teams will participate in Sports in Spring or Fall of 2021. Safety, cost and COVID-19 testing need to be considered before making a final decision.
- Coaches continue to keep their students engaged and encourage them remain in online classes.
- Fundraising for BCAT is ongoing despite not being able to hold the Golf Tournament. Two appeals were mailed.
- A drive-thru Polenta Feed is being considered.
- Football field and track are completed. All sports projects are making progress.
- Brian thanked SRJC Foundation for their help and support.

Friends of Petaluma Campus Trust Committee – Maggie for Lori

- There will be a virtual fundraising event to replace the Annual Breakfast on June 3. Further details will be shared at a later time.

8. Comments on Foundation Written Reports (Attachments) (3 minutes)

Financials and Budget to Actual Reports – No comments.

Executive Director, Alumni Director, and Director of Marketing Reports – No comments.

Board Chair Report – No Comments.

9. Other Business

Three year-end appeals were mailed. Sarah assigned a letter to every constituent whom will only receive one of those three letters. Their response will aid in creating targeted prospect lists.

Presidents Circle appeal was also mailed. The revised bylaws need FBOD approval and one of these states that every FBOD member will be required to be a part of Presidents Circle. An annual gift from each member will be required to support Foundation. There is a \$25K matching grant opportunity from the Peter Haas Jr. Family fund. Shirley suggested that Sarah write a letter and an e-mail to assist FBOD when asking for support of the annual campaign. Jorge suggested that Sarah write a message suitable for social media so that FBOD can use it for this campaign.

Breanne added that on Thanksgiving Day there will be an ad printed in a special section of The Press Democrat and all SMI papers, listing all of those who donated to the Crisis Response and the Fire Relief fund.

10. Adjourn at 5:07pm

Upcoming Meetings/Events:

Thursday, January 21, 4:00 a.m. to 5:30 p.m. Foundation Board of Directors meeting, Via Zoom