



Unadopted Minutes

Board of Directors

Thursday, September 21, 2023

Meeting 4:00 pm to 5:30 pm

707 Elliott Avenue, Community Room

Members: Teresa Norton – Chair, Suzy Marzalek – Vice-Chair, Kate Jolley – Treasurer, Scott Bartley, Maggie Fishman, Kerry Rego, Shirley Ward, Carolina Spence, Doug Garrison, Evan Hershey

Absent: Dr. Angélica Garcia – Secretary, Bill Traverso, Troy Sanderson, Steve Page

Staff: J Mullineaux, Breanne Beseda, Sarah Laggos, Katie Greenwald

1) Call to order – Teresa Norton

The meeting was called to order at 4:01 pm and the land acknowledgement was read.

2) Public Comment – Teresa Norton

No members of the public were present in-person or on Zoom. There were no comments from the public.

3) Approval of minutes – Teresa Norton

Minutes of the 7/20/23 meeting were distributed in advance.
Shirley Ward motion, Scott Bartley second. Approval. M/S/P

4) Board Member: *Why's* – Doug Garrison, Kerry Rego and Carolina Spence

Culture of Philanthropy: It all starts with our own personal *why*. If we're clear in our why, it helps as we reach out to others.

- **Doug Garrison's Story:** Doug's *why* is not in family history, it's a learned behavior. He taught remedial English 50 years ago and learned what it's like to make a big difference in the lives of others. He embraced the power of having language work for people instead of against them. His colleagues were doing the same thing. This led to a belief that the core meaning of community colleges is to build community one individual at a time. He has served at a variety of colleges, including in the role of superintendent / president. Now as he's retired, that premise has remained. This is

why he's on this board, has an active role in Habitat for Humanity and gives to the food bank. It's all based in the notation that we have an absolute responsibility to develop the communities where we live.

- **Kerry Rego's Story:** Most of Kerry's family has gone to the JC – the college is a part of her family. Her dad taught alcohol awareness classes. She's worked with four or five departments doing strategy work. Her 18-year-old daughter starts early childhood education classes in the spring. Her *why* starts with the Doyle Scholarship. She graduated from Santa Rosa High School and planned to go to a university, but cost was prohibitive. So she decided to attend the JC with the help of a Doyle scholarship. She dropped journalism in favor of intro to computers and that changed her life. Computers were the way of the future. Her *why* is, as a teacher, you know that a student's life can change in a classroom. No matter what her role is, this campus is a part of the direction of her life. Being on the Foundation Board, she can make sure that experience happens for as many people as possible.
- **Carolina Spences' Story:** She comes from a large family of immigrants with four sisters. There wasn't a lot of money growing up, and everyone worked. If you wanted to go to college, from an early age, you had to get a job, and to get a job you had to go to college. Her mother wanted the girls to go to Hollywood, and they formed a dance group called the Dancing States. The family rule was that you were to be married at 19, so she had lots of brothers-in-law. She wants to help every kid who comes from a first-generation family. If she can raise money, she's all about putting kids through school.

5) SRJC President's Update – Sarah Laggos

- Student enrollment is at 21,500. We're on track with the five-year plan to grow enrollment to meet our budget goals.
- Please follow the president social accounts at @srjcpresident on Instagram and Facebook
- Dr. Garcia is a member of the President's committee for arts and humanities and spent the prior week representing SRJC in Washington DC
 - The committee is made up of active supporters for arts and humanities and Dr. Garcia shared the role Community Colleges play bridging the gap between cultural knowledge and the workplace
 - This is an opportunity for others to learn about the college at a national level
- Dr. Garcia spent time engaging the community through SRJC Voices sessions in September. She plans to continue this work through upcoming months
 - This is an opportunity for all voices and topics to be heard
- Cafecitos with the president will continue to be held once per month – all are welcome
- Welcome Days had been taking place across all campuses in August and September hosting 2,000 people
- Move in day at Polly Hall was very special
- Budget approved at the September Board of Trustees meeting

6) Governance

- a) Board Recruitment – Suzy Marzalek
 - Jorge Servin has stepped off of the board due to family, work and personal commitments
 - Shirley Ward, Bill Traverso and Steve Page are leaving the board at the end of this fiscal year
 - Board members asked to think about the affiliations of the three of them. We're specifically looking for contacts within varied Sonoma County wine industry geographies. If board members have candidates, they have been asked to let Suzy and Teresa know.
 - J Mx and Dr. Garcia will meet to discuss, then nominating committee will meet, then the committee will come back with an understanding of the needs, and the team will actively brainstorm. A great list of potential recruits exists already, and the board is interested in expanding this list.
- b) Board Retreat – Teresa Norton
 - Foundation to host a ~~November 30~~ **January 10** retreat to engage in a workshop related to Community Centric Fundraising Principles, presented by Michelle Muri
 - There's an existing conversation in Sonoma County around Community Centric Fundraising, and we were introduced to our presenter through Lisa Carreño at the United Way
- c) Brown Act and Teleconference Participation – Teresa Norton
 - In accordance with the Brown Act Assembly Bill 2449, future board meetings to include Zoom options for board members as well as the general public
 - Board members are permitted to join two times per year for *just cause* or *emergency* situations
 - Zoom option will be standing for the public for board meetings, but not committee meetings
 - Board members participating via Zoom have to keep their video on the whole time and have to inform the board if anyone under 18 years old is present
- d) Foundation Staff Update – J Mullineaux
 - Adrienne Leihy vacated the position of Development Associate, Business and Finance, opening a finance position; Foundation expecting to have the position filled by November
 - Philanthropy intern will begin in October; one project to include analysis and recommendation on whether the Foundation Board should bring on a student representative
 - Sarah Laggos will return to the Foundation full-time following placement of successful communications director candidate; Posting forthcoming

7) Foundation YTD Operating, June 30, 2023 – J Mullineaux

- 22/23 Actual Budget Review – Information
 - Total Revenue = 1.375M
 - Total Expenses = 1.225M
 - Net Revenue Over (Under) Expenses = 150K
 - Notable remarks:
 - In the May 2023 board meeting, the board approved the activation of a surplus policy for 50% to go into the Opportunity Fund to grant within this year
 - The Randolph Newman service request supplement funds most of the applications we receive
 - A number of emerging needs and opportunities are presented throughout the year; this allows for flexibility
- 23 / 24 Budget (Approved in May 2023) – Information
 - Total Revenue = 1.430M
 - Total Expenses = 1.401M
 - Net Revenue Over (Under) Expenses = 29K
 - Notable remarks:
 - Unrestricted fund balance is 2.3M
 - 3% Support Fee increased slightly from previous year
 - \$30K reserved for General Unrestricted Contributions
 - President’s Circle Contributions decreased slightly
 - Investment Fund revenue set at \$50K
 - Operating Endowment to start small \$5,000 payouts for operations
 - This is the last year for ERI; will be reflected in five-year forecast

8) FY24 Foundation Revised Operating Budget – J Mullineaux – Action

- Total Revenue = 1.422M
- Total Expenses = 1.315M
- EOY Surplus = 107K
- Notable Remarks
 - Credit Card charges increased slightly due to a number of events
 - Capital expenses down; projecting less in operations expenses
 - Fund development activities are down from the 23/24 budget, but up from previous year due to investment in our own capacity
 - Third-party services allow us to dig deeper, be more data driven, invest in planned giving marketing which is an added expense; we will enter a contract with The Stelter Company
- Scott Bartley motioned, Shirley Ward second, all approve. MSP

9) October 20 Investiture Ceremony & Celebration – Katie Greenwald

- Please join us for the Investiture Ceremony & Celebration upcoming on Friday, October 20; see email communications for details
- Moving forward, the President’s Address will take place in early September; for this first year, we’ll host the Investiture Celebration rather than the President’s Address.
- Board members asked to help spread the word about the Host Committee by calling at least 5 contacts by October 1st. Names provided.

10) Comments on Foundation Written Reports – All

- Executive Director Report – J Mullineaux
 - Petaluma Building Futures Event to take place on Saturday, September 23
 - This is an important education and fundraising event for Petaluma
 - The committee has secured \$90K in sponsorships as of the meeting, which is \$20K more than last year’s total; in 2022, the event grossed a total of \$100K
 - Senator Mike McGuire will be at the event to help raise funds on-site
 - Polly Hall Ribbon Cutting
 - Opportunity to walk donors through the building and show signage for namings
 - We received \$25K from the Shirley and Robert Harris Family Foundation, which helped us meet the terms for the \$500K match; There is a \$1M endowment to support housing for students
 - Opportunity to work with the director to determine additional student needs / wish list
- Philanthropy Director Report – Sarah Laggos
 - See written report
- Community Engagement Director Report – Breanne Beseda
 - See written report

11) Other Business

No other business was discussed

12) Adjourn

The meeting was adjourned at 5:22 pm.

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