

SAN BERNARDINO VALLEY COLLEGE

FOUNDATION MINUTES

March 18, 2015 – B100

SBVC Foundation Members Present/Absent:

A	Bruce Baron	A	John McMahon	P	Danny Tillman
P	Rich Beemer	A	Judi Penman	A	Barbara McGee
A	Lois Carson	P	Beverly Powell	P	Eloise Gomez-Reyes
P	Stephanie Cereceres	A	Ruth Sandlin	A	Jose Torres
P	Dr. Gloria Fisher	P	Lynda Savage	A	Brian Townsend
P	Gloria Harrison	P	Paul Shimoff	A	Lew Warren
A	John Futch	A	Donald Singer	A	Evlyn Wilcox
A	Dr. Jeremiah Gilbert	A	Mike Stull	P	Dr. Greg Zerovnik
A	Patricia Hinojosa				

Guests Present: Dr. Wallace Johnson, Dave Rubio, Ed Szumski

SBVC Foundation Staff Present: Kevin Dooley, Laura Gowen

I. Call to Order; Welcome & Introductions:

President Lynda Savage called the meeting to order at 5:05 p.m.

II. Welcome & Introductions:Lynda Savage

III. Approval of minutes from January 21, 2015.....Lynda Savage

1 change: Brian Townsend was present. Rich motioned and Brian 2nd.

IV. Inside SBVC: Athletics: Dr. Wallace (Wally) Johnson briefly shared how he came to Valley College and is a native of San Bernardino then handed it over to Dave to address some of the needs of the Athletics Programs. Perhaps the largest need that would make the biggest imprint on his programming budget would be in obtaining vans for transporting student athletes. Right now they have to use 8 passenger vehicles which require more coaching staff to drive to events. If we were able to purchase larger (15 passenger) vehicles, monies would be freed up by reducing additional staff.

Another area of need lies in the purchase of uniforms. As an example, the purchase of football jerseys for the team totals approximately \$11,000. This expense does not include new pants and is for jerseys only.

Funds received from last year's golf tournament were used in the purchase / design of their new website. This website will permit them the gain of advertising which before was not permitted.

He concluded by acknowledging the work the Foundation does on their behalf and thanked the board for their support.

V. SBVC President Report Dr. Fisher began with the discussion of the Director's position which is now posted. She covered the makeup of the hiring committee and shared how the panel will work then requested two board members to serve on the committee. As the current president, Lynda was asked to serve on the 2nd level with Rich and Beverly serving on the 1st level. Kevin shared that his agency has posted it with their network to assist with recruiting.

She then shared that we are embarking on a new marketing campaign. We have set a new goal of 10,100 FTES (full time equivalent students) for the coming academic year with 650 of this total targeted for the summer term. Additionally, we have a second focus which will advertise to a set group of zip codes, targeting

local high school seniors. The goal here is to share our various programs available to incoming students and make the community aware that there is help here.

V. Committee Reports:

- a) Finance: Patricia opened by covering the report from Painter, Smith and Amberg. This new report was easily read and is what we were looking for from them. The returns reflected a great equity standing and she is very happy with this reporting methodology.

We moved on to our bonds report from Payden & Rygel. Patricia shared her thoughts and worries related to conflicting report items and the fact that we have suffered a 12% loss since 2012. One of the biggest concerns lies in her professional opinion that we should have carried some of the weight in tax remissable bonds and they failed to exercise that strategy on our behalf.

Investment Policy: Patricia shared the proposed “New” Investment Policy and drew attention to the few changes made in “red”. Gloria Harrison suggested adopting them at this time; a motion was made for the two minor corrections. Gloria motioned and Rich 2nd.

Audit: The “draft” letter from the auditors was discussed and the 9 suggestions were covered.

- b) Board Development: Lois shared that 10 individuals had been recommended to the committee and each one would be visited by a member of the committee to discuss the possibility of becoming board members. This will all take place before the coming board meeting in May as those accepting a position on the board will be voted in at that meeting.
- c) Fundraising: Ruth reminded the members of the upcoming Golf Tourney to be held on May 1st @ Shandin Hills. Board members were encouraged to supply a basket for raffle, to play or sponsor a foursome, supply 144 items for the goody bags or find another way to sponsor this event. Our goal is \$50,000 and to date we are at \$7,200.

A new mailing “Graduation Appeal” will be going out soon, hopefully in April. This mailing will address roughly 6,000 individuals. Also, we’ve now raised closer to \$3,000 from the January appeal and she mentioned that our board giving to date is now at about 60%.

This last year we hosted the Auditorium Grand Reopening. We should begin thinking about what type of event we would want to do for the coming fall. As well, our 90th Anniversary is coming up and will be here before we know it. We are looking for securing an individual with great, community connectivity, who may want to serve as a co-chair for this event in order to help get the word out to individuals outside of the college/district. If you know of someone please get their names over to Ruth. The Fundraising committee meets every other Monday, at 8:30 at the district office. If you’d like to join us, the next meeting is this coming Monday, March 23rd.

There has been work done on the new flyer for the Legacy Society / Planned Giving brochure. Kevin has been in contact with Phil Savage to set up a meeting but he stated that he is learning that we really need to have a “target” audience (alumni, students, etc.) for this type of Planning Giving workshops. Laura added that we had discussed two workshops a year, one being in late spring (June) and the other in fall prior to the holiday season kicking off (late October).

- d) Institutional Awareness: Brian shared that we had had one meeting so far and had brainstormed ideas for reaching out to the community. We will be meeting once monthly if anyone else would like to join.

VI. Director’s Report: Kevin Dooley

- a.) Legacy Brochure & Foundation Brochure: As Ruth mentioned, it will hopefully be done next week and mailed in April.

b.) Reaching goal by June 30 (next 105 days): Kevin's last day will be May 8th rather than May 28th as originally planned.

VII. New Business: Lynda Savage

a.) Ed Szumski joined us for the meeting and has agreed to become a board member. Ed gave a brief account of his work with the alumni from his high school and covered all that he had done for them. He will now be joining us to help in this area along our needs as our alumni base grows.

b.) Next board meeting – moved to May 6th @ 5:00 pm to allow board members to attend the Donor Reception and Scholarship Awards night on the 13th. Please keep an eye out for your invitation to both events, the first starting at 4:00 followed by the Awards at 6:00.

VIII. Adjourn: The meeting was adjourned at 6:35 p.m.

Respectfully submitted,

Dr. Gloria Fisher, Acting Secretary