

**College of the Canyons Foundation  
Foundation Board**

**Meeting Minutes**

Tuesday, March 22, 2022 5:30pm  
Via Zoom Video Conferencing

Present: Tamara Gurney (Chair), Fred Arnold (Co-Chair), Dianne Van Hook, Peggy Cannistraci, Sharlene Coleal, Steve Corn, Diane Fiero, Shawn Fonder, Bruce Fortine, William Harwood, Gary Horton, Mark Jenkins, Sharlene Johnson (Duzick), Taylor Kellstrom, Jenny Ketchepaw, Brian Koegle, Joan MacGregor, Ed Masterson, Jill Mellady, T. Meyer, Randy Moberg, Michelle Rey, Gary Saenger, Doreen Shine, Heather Stewart, Ryan Theule, Omar Torres

Present COC Staff: Desiree Dodd, Rané Franklin, Jason Hinkle, Shawna Lubs

Absent: Lisa Burke, Tom Dierckman, Mike Lebecki, Shaun Sarkissian, Joyce Shulman, Jeff Thomas, Doris Marie Zimmer

**I. CALL TO ORDER/ESTABLISHMENT OF A QUORUM** **Tamara Gurney**

The meeting was called to order at 5:33pm. A quorum was established.

**II. APPROVAL OF RESOLUTION NO. 2021/22-10**

*Motion to approve by Fred Arnold and Seconded by Randy Moberg. All in favor, no abstentions.*

*Voting yes: Peggy Cannistraci, Sharlene Coleal, Steve Corn, Diane Fiero, Shawn Fonder, Bruce Fortine, Tamara Gurney, William Harwood, Gary Horton, Mark Jenkins, Sharlene Johnson (Duzick), Taylor Kellstrom, Jenny Ketchepaw, Brian Koegle, Joan MacGregor, Ed Masterson, Jill Mellady, T. Meyer, Randy Moberg, Michelle Rey, Gary Saenger, Doreen Shine, Heather Stewart, Ryan Theule, Omar Torres, Dianne Van Hook*

**III. APPROVAL OF THE AGENDA AND MINUTES**

- |                                      |                      |
|--------------------------------------|----------------------|
| A. Board Minutes 1/25/2022           | <b>Tamara Gurney</b> |
| B. Special Meeting Minutes 1/13/2022 | <b>Tamara Gurney</b> |
| C. Board Agenda                      | <b>Tamara Gurney</b> |

Dianne Van Hook suggested we label the special meeting minutes as a special meeting.

*Motion to approve by Randy Moberg and Seconded by Doreen Shine. All in favor, no abstentions.*

*Voting yes: Fred Arnold, Peggy Cannistraci, Sharlene Coleal, Steve Corn, Diane Fiero, Shawn Fonder, Bruce Fortine, Tamara Gurney, William Harwood, Gary Horton, Mark Jenkins, Sharlene Johnson (Duzick), Taylor Kellstrom, Jenny Ketchepaw, Brian Koegle, Joan MacGregor, Ed Masterson, Jill Mellady, T. Meyer, Randy Moberg, Michelle Rey, Gary Saenger, Ryan Theule, Omar Torres, Dianne Van Hook*

**IV. PUBLIC COMMENT** **Tamara Gurney**

Comments by Members of the Audience NOT on the agenda  
*No public comment*

## V. APPROVAL

### A. Financial Report through January 31<sup>st</sup>, 2022

**Sharlene Coleal**

As of January 31<sup>st</sup> the financial statements were 58% of the way through the fiscal year with Revenues of \$128,682 slightly above budget at 61%, largely due to the Golf Tournament revenues coming in almost \$30,000 above budget. Expenses of \$142,515 were above budget at 67%. This was due to a number of budget categories being ahead of budget, including; Contract Services at 108% (temporary staffing), Marketing at 91% (Constant Contact/One Day), Other Expenses at 107% (Annual Retreat/Holiday Party), Office Supplies at 113%, Golf Tournament at 158% (Offset by Higher Revenue), and Chancellor's Circle at 306% (Event over budget). The Net Revenue of (\$13,833) was below budget of \$0 with anticipated shortfalls in Chancellor's Circle which is currently at 3% of budget and Silver Spur which is trending low since the event was postponed to May 2022. The Fund Balance at 1/31/2022 was \$384,123.

*Motion to approve by Brian Koegle and Seconded by Gary Saenger. All in favor, no abstentions.*

*Voting yes: Fred Arnold, Peggy Cannistraci, Sharlene Coleal, Steve Corn, Diane Fiero, Shawn Fonder, Bruce Fortine, Tamara Gurney, William Harwood, Gary Horton, Mark Jenkins, Sharlene Johnson (Duzick), Taylor Kellstrom, Jenny Ketchepaw, Joan MacGregor, Ed Masterson, Jill Mellady, T. Meyer, Randy Moberg, Michelle Rey, Doreen Shine, Heather Stewart, Ryan Theule, Jeff Thomas, Omar Torres, Dianne Van Hook*

### B. One True North Agreement

**Tamara Gurney**

There were conversations amongst the Chancellor, the Executive Committee and Lisa & Paul Raggio of One True North after the off-site board retreat, and it was decided that there would be value in having One True North consult with us to:

- assist new staff,
- improve the processes within the Foundation,
- improve communication, and
- better align foundation board members to utilize their skills and talents.

Final PSA, Scope of work and list of services for One True North was provided.

Total amount of proposal \$14,000 for 5 workshops.

There were concerns voiced by one board member regarding lack of clarity around deliverables.

*Motion to approve by Fred Arnold and Seconded by Steve Corn.*

*Voting yes: Peggy Cannistraci, Sharlene Coleal, Diane Fiero, Shawn Fonder, Bruce Fortine, Tamara Gurney, Gary Horton, Sharlene Johnson (Duzick), Taylor Kellstrom, Jenny Ketchepaw, Brian Koegle, Joan MacGregor, Ed Masterson, Jill Mellady, T. Meyer, Michelle Rey, Gary Saenger, Doreen Shine, Joyce Shulman, Heather Stewart, Ryan Theule, Jeff Thomas, Omar Torres, Dianne Van Hook*

*Voting no: William Harwood, Mark Jenkins, Randy Moberg*

### C. Approval of Audit Chair and Finance Chair

**Tamara Gurney**

Kevin Holmes has stepped away after doing an outstanding as Audit Chair for many years. Jeff Thomas has graciously accepted our request to assume responsibility as our new Audit Chair.

*Motion to approve by Bruce Fortine and Seconded by Peggy Cannistraci. All in favor, no abstentions.*

*Voting yes: Fred Arnold, Sharlene Coleal, Steve Corn, Diane Fiero, Shawn Fonder, Tamara Gurney,*

*William Harwood, Gary Horton, Mark Jenkins, Sharlene Johnson (Duzick), Taylor Kellstrom, Jenny Ketchepaw, Brian Koegle, Joan MacGregor, Ed Masterson, Jill Mellady, T. Meyer, Randy Moberg, Michelle Rey, Gary Saenger, Doreen Shine, Ryan Theule, Omar Torres, Dianne Van Hook*

## **VI. WHAT YOU NEED TO KNOW**

### **A. Student Highlight**

**Rané Franklin**

*Rané Franklin presented COC Student Weeda Bakhshiee*

Weeda Bakhshiee came from Afghanistan. Once allowed to work, she registered at COC in 2019. She's a single mom with 2 kids and works part time at COC. She works in our CalWORKs office as a college assistant and her favorite subject is Psychology. Weeda will be transferring to CSUN after her graduation. Her goal is to continue her education, get her Master's Degree, and hopefully one day be a faculty member at COC.

### **B. Chancellor's Update – What's New & What's Ahead**

**Dianne Van Hook**

*Dianne Van Hook presented the Chancellor's Update to board.*

*Link to full presentation:*

<https://www.canyons.edu/resources/documents/administration/chancellor/presentations/ChancellorsReport30922.pdf>

### **C. Fundraising Report**

**Michelle Rey**

- Foundation Operations is at \$8,656,
- Special Events/Fundraising is at \$120,971,
- Foundation Supported Programs is at \$22,626,
- General Programs is at \$236,547,
- Donor Contributions to Scholarships is at \$844,015, new and existing expendable scholarships is at \$673,547; Michelle Rey added that Ram and Sati Manvi left in their trust a significant donation to the college with the first installment (of two) for \$582,056. At this time, we do not know the amount of the second installment. The gift was designated to go towards their existing expendable scholarship fund. Michelle Rey is working with their Trust Attorney and trustee to request that we move this into an endowed scholarship, rather than an expendable scholarship so that money can create scholarships in perpetuity. We are very grateful to the Manvi family for this donation.
- Grand Total as of March 1<sup>st</sup> is \$1,229,461

### **D. 2020 Form 990**

**Sharlene Coleal**

- Sharlene shared a summary variance analysis for year over year comparisons of Foundation financial information on the Form 990.
- Total Revenues were (\$44,000) less than prior year due to (\$66,000) less in contributions, (\$13,000) less in interest/dividends offset by a savings in Silver Spur expenses of \$35,000.
- The total revenue at \$969,628. We have less in contributions due to the pandemic.
- Total Expenses were (\$366,000) less than prior year due to (\$350,000) less in

special grant expenditure requests, (\$44,000) less in staffing, (\$29,000) less in operating expenses offset by increases in scholarships of \$34,000 and contract services fees of \$23,000 for Endowed investments advisor and attorney for FPPC claim.

- Net Assets increased by \$854,000 compared to prior year due to:
  - \$702,000 increase in Total Assets which included a \$657,000 increase held at Raymond James, FCCC – OSHER,
  - LACOE and revolving bank accounts, \$32,000 increase for Irrevocable Planned Gift, \$13,000 increase in accounts receivable, cash surrender of life insurance policies, prepaid expenses and pledges offset by \$152,000) decrease in Total Liabilities which includes deferred revenue, accounts payable and CalPERS pension liability.
  - She encouraged the Committee to review the full document which included a list of major contributions, compensation for Foundation officers and board members as well as information specific to the activities and status of the Foundation as an organization.

#### **E. 360Alumni Contract**

**Dianne Van Hook**

*Dianne Van Hook shared information about 360Alumni Contract.*

- The Foundation had a 360Alumni relationship; this was established in 2018/2019.
- In summer 2021, the contract was cancelled.
- There does not appear to be any comparable module for the Alumni Tracking in Blackbaud.
- In April of 2022, the agreement can be reinstated at a cost of \$7,500 per year, plus an additional
- \$3,000.
- Approximately 6,500-6,800 alumni records that are still intact, which will be very helpful to the Alumni Committee.
- The contract will be restored.

### **VII. COMMITTEE REPORTS**

#### **A. Strategic Plan Update**

**Fred Arnold**

*Fred Arnold presented Strategic plan update to board*

Strategic Plan was discussed as part of the One True North item above.

#### **B. Chancellor's Circle Update**

**Jill Mellady**

*Jill Mellady presented a Chancellor's Circle update to board*

Jill Mellady is excited to get Chancellor's Circle Breakfast Briefings back on track with in person events. Omar Torres is going to be Co-Chair for this committee. Jill Mellady will be meeting with some Chancellor Circle members to rekindle those relationships. The next event is going to be with Fred Arnold and James Schramm; they will be providing a market update.

#### **C. Patrons of the Arts Update**

**Doreen Shine**

*Doreen Shine presented the Patrons update to board.*

Doreen provided update on the March 13<sup>th</sup> Judy Collins show and Pre-Show Event at Salt Creek Grille. Doreen shared upcoming events for Patrons of the Arts and advised that the POA committee is working on getting more members. The next Patrons meeting is on April 12<sup>th</sup> in the green room if anyone wants to join.

#### **D. Silver Spur Update**

**Ed Masterson**

*Ed Masterson presented the Silver Spur update to board*

The date for event is Saturday, May 14<sup>th</sup> at Santa Clarita Studios. All the pieces are falling into place

nicely for the event to be a spectacular evening for everybody. We need everyone's help in letting us

know about potential sponsors, or if you would like to be a sponsor. We have a variety of sponsorship

levels that are perfectly created to offer opportunities to a variety of companies and individuals in

the community. There are also tribute ads that can be purchased for people that may not be able to come to the event. If anyone has any relationships in the community, and know people who would like to support the event please have them contact the Foundation about being a sponsor or purchasing a tribute ad.

#### **E. Alumni**

**Fred Arnold & Taylor**

**Kellstrom**

*Fred Arnold and Taylor Kellstrom presented the Alumni update to the board*

Taylor was excited about reinstating 360Alumni; this is great news as this will make it easier for the committee to connect with past alumni. Taylor shared the committee is in the process of establishing a mentorship program and that they been meeting every two weeks to try and get this off the ground. We should have our mentorship program going on the website soon. Once that is out, please share it on your social media to help get the word out. The committee will be having their first alumni mixer/networking event on April 27<sup>th</sup> at Salt Creek Grille. Everybody is welcome to come out to this event.

#### **F. Golf**

**T. Meyer**

*T. Meyer presented the Golf update to the Board*

T. Meyer shared that the Golf Committee had a good meeting on March 17<sup>th</sup>. The tournament is

on Monday, August 29<sup>th</sup> at the Oaks this year, because Valencia Country Club will be under

renovation. He will provide more details at the next meeting. Fred Arnold advised that we need one or two of the committee members to consider joining the golf committee as it's coming up quickly this year.

#### **G. Board Development**

**William Harwood**

*William Harwood presented the Board Development update to the Board*

William shared they are looking at getting more members for this committee and will provide an update at the next meeting. Fred Arnold advised he would help out with this

committee. Dianne Van Hook advised that Sharlene Johnson (Duzick) also responded to William Harwood for this committee and that she has someone who is about ready to respond who is big on cultivating the next generation of volunteer philanthropists.

#### **H. NEW Marketing Committee**

**Jill Mellady**

*Jill Mellady presented New Marketing Committee update to the Board*

- Dianne Van Hook recommended we have a marketing committee and asked Jill Mellady to Chair the Committee.
- a big thank you to Diane Fiero, Eric Harnish, Jasmine Foster, Rane' Franklin and Shawna Lubs who attended the first meeting.
- The purpose of the committee is the development and execution of marketing and communications for the Foundation (anything that is printed, online, social media, event planning).
- At the first meeting they went through a timeline of the whole year and developed all the different communications that we need to accomplish.
- In the first month the committee has already completed one Foundation newsletter. It was done seamlessly; Shawna wrote it, Eric Harnish edited it. The newsletter was reviewed and approved by Dianne Van Hook, and is in print production now. Everyone should receive their newsletter next week.
- This piece will be repurposed into social media and to a constant contact email communication.
- The next communication that will be going out is our spring appeal to ask for donations.
- This team will be meeting once a month. The next meeting will be on March 29<sup>th</sup> at 2:00pm in the Foundation Office.
- If you have any interest in marketing and communications please join this meeting to help out if you can.

#### **VIII. ADJOURNMENT**

**Tamara Gurney**

7:17 adjournment due to loss of quorum

Next Board Meeting – May 24, 2022