

**College of the Canyons Foundation
Foundation Board**

Meeting Minutes

Tuesday, January 25, 2022 5:30pm
Via Zoom Video Conferencing

Present: Tamara Gurney (Chair), Fred Arnold(Co-Chair), Dianne Van Hook, Lisa Burke, Peggy Cannistraci, Sharlene Coleal, Steve Corn, Tom Dierckman, Diane Fiero, Shawn Fonder, Bruce Fortine, Gary Horton, Sharlene Johnson (Duzick), Taylor Kellstrom, Jenny Ketchepaw, Joan MacGregor, Ed Masterson, Jill Mellady, T. Meyer, Randy Moberg, Michelle Rey, Gary Saenger, Shaun Sarkissian, Doreen Shine, Joyce Shulman, Ryan Theule, Jeff Thomas, Omar Torres, Doris Marie Zimmer

Absent: Amanda Benson-Tilch, Brian Koegle, Heather Stewart, Mike Lebecki, William Harwood

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

The meeting was called to order at 5:34 pm. A quorum was established.

II. APPROVAL OF THE AGENDA AND MINUTES

A. Board Minutes 11/16/21

Tamara Gurney

B. Board Agenda

Tamara Gurney

Sharlene Coleal suggested that we put the date on the minutes going forward.

Doris Marie Zimmer agrees to adding date on the minutes and wanted to know when will the minutes be sent out for the special board meeting? She advised we can push them out to the next board meeting. Dianne Van Hook confirmed this.

Shawna Lubs advised the minutes can be distributed at the next board meeting in March.

Motion to Approve by Joyce Shulman and Seconded by Randy Moberg. All in favor, no abstentions

Voting Yes: Fred Arnold, Lisa Burke, Peggy Cannistraci, Sharlene Coleal, Steve Corn, Tom Dierckman, Diane Fiero, Shawn Fonder, Bruce Fortine, Tamara Gurney, Gary Horton, Sharlene Johnson (Duzick), Taylor Kellstrom, Jenny Ketchepaw, Joan MacGregor, Ed Masterson, Jill Mellady, T. Meyer, Randy Moberg, Michelle Rey, Gary Saenger, Shaun Sarkissian, Doreen Shine, Joyce Shulman, Ryan Theule, Jeff Thomas, Omar Torres, Dianne Van Hook, Doris Marie Zimmer

III. PUBLIC COMMENT

Tamara Gurney

Comments by Members of the Audience NOT on the agenda

No public comment

IV. APPROVAL

A. Financial Report through November 30, 2021

Jeff Thomas

The financials have been through all committees. We are 42% of the way through the fiscal year. Revenues of \$75,109 are below budget at 35%, and expenses of \$100,622 are above budget at 47%. There were some changes in revenues since September 30th. There were no changes in the annual fund, but some in general fundraising. Revenues are at 35% of budget and are tracking below budget. \$36,000 of the golf revenue went into a restricted fund; we have received clarification from auditors that we can move these funds to the unrestricted fund. This amount was not reflected in these numbers. Fund 84 is where the \$36,000 for the golf tournament is currently listed. This amount will be moved back into unrestricted funds in the financials listed next time.

Salaries and benefits are at \$24,555 with some additional movement between September and November. This is due to a vacant full-time position (employee resignation). There were some additional expenses on the contract side from our Raiser's Edge subscription, and some for Sage Staffing for temporary staffing to help fill in for the vacant position.

*Motion to
Approve by Doris Marie Zimmer and Seconded Joyce Shulman. All in favor, no
abstentions*

*Voting Yes: Fred Arnold, Lisa Burke, Peggy Cannistraci, Sharlene Coleal, Steve
Corn, Tom Dierckman, Diane Fiero, Shawn Fonder, Bruce Fortine, Tamara
Gurney, Gary Horton, Sharlene Johnson (Duzick), Taylor Kellstrom, Jenny
Ketchepaw, Joan MacGregor, Ed Masterson, Jill Mellady, T. Meyer, Randy
Moberg, Michelle Rey, Gary Saenger, Shaun Sarkissian, Doreen Shine, Joyce
Shulman, Ryan Theule, Jeff Thomas, Omar Torres, Dianne Van Hook, Doris Marie
Zimmer*

V. WHAT YOU NEED TO KNOW

A. Board Retreat Recap

Michelle Rey

One True North presented "Lead Your Foundation into Growth and Abundance" at our Board Retreat.

Goals of the Foundation Retreat: where is the foundation headed, strategies to get there, our commitment, and our action plan.

Conclusion and Focus: shifting the mindset from non-profit to understanding the foundation's funding priorities, rationale, and plan; leveraging impact to maximize income, clarifying where the foundation is headed, future commitments, and actions to consider to maximize the mission of the Foundation.

Next Steps: One True North provided an executive summary which was shared with the Board. Included was a list of 90-day recommended strategies and a roadmap of where we start to hone in our focus. A Board Retreat survey has been provided to all board members. Please provide your feedback.

B. Student Highlight **Rané Franklin**
Rané presented COC Student Chayliel Quintanilla Flores

Chayliel is studying filmmaking in her second year at COC and would love to work in screenwriting. She is currently taking classes in the Media Entertainment Arts (MEA) Department, such as editing and filmmaking; which she is enjoying so far. Chayliel is in the process of applying to Cal State Northridge to hopefully continue in the film program. Her goal is to receive her Bachelor's Degree in film production so she can continue on that pathway and work in that profession.

COC has been a great experience for her because as she has had many opportunities through the MEA program, and has been able to have access to equipment and network with people who have similar interests. She is grateful to have had professors and people working in the same industry to give her advice. Chayliel graduated from Golden Valley High, and she loves the COC film program. Last semester was the first time Chayliel had an in-person class, filmmaking. Prior to that Chayliel took an exploring field video production course. She has enjoyed the in-person class experience. Chayliel has been able to meet a lot of students and get production experience.

Chancellor's Update: What's New & What's Ahead **Dianne Van Hook**

Dianne Van Hook presented the Chancellor's Circle update to board. (Link to full presentation: [INSERT LINK HERE](#))

C. Fundraising Report **Michelle Rey**

Report update provided:

- Foundation Operations is at \$8,247,
- Special Events/Fundraising \$88,012,
- Golf \$36,120; this number is going to change to include all of the revenue after speaking with the auditors (\$36,000 went into restricted fund, will be moved back into unrestricted funds),
- Chancellor's Circle \$26,292,
- Silver Spur \$25,600 (we were at \$166,278 due to Silver Spur Deferred Revenue),
- Foundation Supported Programs \$18,620,
- General Programs \$207,651,
- Donor Contributions to Scholarships \$292,186,
- Fundraising grand total: \$614,868* (*\$83k of this was towards Silver Spur)

Some of the feedback we have received from our campus clubs and departments is a big debt of gratitude for the interactive work we have been doing with them to create online fundraising pages making it easier for them to receive online donations. Websites were created with their own URL and they could then send this out through a designated link for them to be able to fundraise and have it

come directly through the Foundation. Clubs and teams have started utilizing this a lot more, which has been helpful to get online donations so they are not having to go out and interact with the public as much.

VI. COMMITTEE REPORTS

A. Strategic Plan Update

Fred Arnold

Fred Arnold presented Strategic plan update to board

Taylor Kellstrom will be chairing the Alumni Group; Tamara and Fred will be meeting with Committee Chairs to determine how we merge the opportunities developed at the strategic planning meeting so each committee can successfully implement these great ideas and move them forward.

B. Chancellor's Circle Update

Jill Mellady

Jill Mellady presented a Chancellor's Circle update to board

1. At the end of November, we had a private Chancellor's Circle Luncheon with some prospects and some current members. Bri King (formerly Waterman) and her husband Josh King have become Chancellor's Circle members. We're really excited to have them on board.
2. We had a great Chancellor's Circle breakfast briefing in person in December with Brian Koegle. He provided insightful law updates to help us navigate through laws that have changed for 2022.
3. In January, we were supposed to have an in-person meeting with Scorpion on Internet Marketing; a few days before the meeting, we needed to change it to a virtual meeting. Big kudos to Rané for doing a great job and pivoting that program. We had a great turnout and learned a lot of great things coming up in Internet Marketing. Scorpion is not moving out of Valencia, even though their corporate offices moved to Salt Lake City. The information shared in this meeting was incredible. So many of our Chancellor's Circle members have reached out to me after that event and said thank you for always educating us and putting on great programs. This inspired us to know that we're hitting the mark.
4. Our next Chancellor's Circle Breakfast Briefing is going to be our very own Fred Arnold and James Schramm, who does the Foundation investments; they are going to be giving a market update on real estate and investments. We do not have a date set for this meeting as of yet, we are hoping for some time near the end of February.

C. Patrons of the Arts Update

Doreen Shine

Doreen Shine presented Patrons update to board

There are 6 new shows at the PAC:

1. Dinosaur World Live! – March 2nd,
2. Judy Collins – March 13th,
3. Black Violin – March 23rd,
4. Jay Leno – April 9th,
5. Crystal Gayle - May 7th,
6. Ben Folds – June 17th.

Doreen asked that all board members buy tickets for these shows; it's all

about making some money, enjoying yourselves, and getting people involved.

On December 11th, the Patron's had a great meeting that was catered by Wolf Creek. We had an Amazing pianist playing for us on the main stage in the PAC, his name was Alexander Rizzoli.

We have great things going on here in Santa Clarita, so you don't ever have to leave this valley. Please join the Patrons of the Arts, it's an amazing group of people and we have wonderful things going on.

D. Silver Spur Update

Ed Masterson

Ed Masterson presented Silver Spur update to board

The new date for event is Saturday, May 14th at Santa Clarita Studios, with a classic Hollywood theme. All the pieces are falling into place just perfectly 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 are always on the lookout for those types of things to help us out. It is going to be an absolutely wonderful event honoring Bruce; he is such a class act always and we just cannot wait to honor him.

E. Alumni

Fred Arnold & Taylor Kellstrom

Fred Arnold and Taylor Kellstrom presented Alumni update to the board

Taylor Kellstrom has been selected to Chair the Alumni group. The group will meet to get a game plan for the year. They want find alumni and engage them to get involved. The alumni group will be planning mixers and inviting alumni to come out and network. More information to come.

F. Golf

T. Meyer

T. Meyer presented Golf update to the Board

A big thank you to Shawna and Rané' for your help with this event. We have previously had this golf tournament at the Valencia Country Club. However, this year they had a bit of a disagreement with the members; they were demanding that the course be improved. Due to this, the course will be closed from April into October. Shawna and Rané were very helpful in getting the tournament moved to The Oaks. The Golf Tournament will be on Monday, August 29th at The Oaks

G. Board Development

William Harwood

New board chair William Harwood, Michelle Rey presents update to board on behalf of William Harwood.

William is looking forward to taking a lot of the feedback we received from the surveys and utilizing it to look at ways we can steward and develop our current board members. The focus for the board development is to work with the foundation and campus staff to implement some of the tools and techniques that we've received from One True North to be able to move forward on the 90-day plan from the retreat.

VII. PUBLIC COMMENT

Tamara Gurney

Comments by Members of the Public on items on the Agenda and NOT on the
Agenda – No Comments

VIII. ANNOUNCEMENTS

Tamara Gurney

Next Board Meeting – March 22, 2022

IX. ADJOURNMENT – 6:57pm

Tamara Gurney