



BOARD OF DIRECTORS MEETING MINUTES

Wednesday, November 6, 2019

5:30 pm – 7:00 pm

*Peralta Colleges District Board Room
333 East 8th Street, Oakland, CA 94606*

Directors Present: Sbeydeh Viveros-Walton, Adam Sanchez, Sydney Firestone, Sean McKaig, Guy Ben Ari, William Wilson, Linda Handy, Marie Elaine Burns, Meredith Brown

Directors Absent: Andreas Culver, Renee Jones, Tammeil Gilkerson, Tim Karas, and Rowena Tomaneng

Staff Present: LaNiece Jones, Ana Cervantes, and Mashariki White

Guests Present: Danny Beesley, College of Alameda Fab LaB

Meeting Called to Order by Board Chair – Sbeydeh Viveros Walton at 5:40pm

Adoption of Agenda – Sbeydeh Viveros Walton (2 min)

Motion to approve adoption Directors Sydney Firestone/Adam Sanchez Motion Passed

Roll Call / Introductions – Sbeydeh Viveros Walton (5 min)

- *Ana Cervantes – New Finance Operations Associate*
- *Mashariki White – New Development Manager*
- *Guest Attendee – Danny Beesley from the Fab LaB*

Public Comment – (3 minutes per speaker)

No Public Comment

Approval of Minutes for July 11, 2019 Board Meeting – Sbeydeh Viveros-Walton (5 min.)

Motion to approve the minutes Directors Guy Ben Ari/Adam Sanchez Motion Passed

President's Report – Sbeydeh Viveros-Walton (20 min.)

- A) Sbeydeh and LaNiece scheduled to meet with recently hired Chancellor Regina Stanback Stroud in December to begin developing a relationship and discuss the PCF / PCCD Memorandum of Understanding (MOU) renewal
- B) Gala went extremely well with Oakland Mayor Schaaf in attendance
- C) Board Member Updates - Resignations
 - Pamela Emerick, Edward McFarlan, Jeff Chew
- D) Board Member Recruitment / Engagement / Nominations

- Mark Bosuego – Regional Manager for Aircraft Tech Ops for Alaska Airlines (Interviewed by Executive Director LaNiece and President Karas. Mark is also a part-time COA instructor and passionate about student success.)
- Patricia Brooks (Interviewed by Director Sean McKaig. Patricia expressed need for messaging.)
- Andre Chambers – Vice President of People Operations (Interviewed by Sean McKaig. Sean has deep insight on corporate branding and he is particularly interested in competing against 4-year colleges that receive a lot of funding.)
- Robyn Fisher, Ed. D (Interviewed by President Burns and Executive Director LaNiece Jones. Robyn will be an asset for our strategic planning sessions.)
- Taison Kwamiele (Interviewed by President Burns. Director Linda Handy shared Taison has corporate branding experience and familiar with Peralta because of her work with Congresswoman Barbara Lee for three years)
- Seth Steward – Assistant District Attorney SF (Interviewed by Board Chair Sbeydeh Viveros-Walton. “He is passionate about helping students.”)
- Sally Swanson – CEO of Sally Swanson Architects (Interviewed by Guy Ben Ari. Sally is excited to support students and has a strong commitment to the board and fundraising.)
- Joseph Simmons – Pastor of Greater St. Paul Church (Interviewed by Board Chair Sbeydeh Viveros-Walton. Joseph leads a faith-based community, which is a good addition. Remarks by Trustee Linda Handy – Joseph leads a large congregation and he can speak to his community about the colleges.

E) Nominees Unanimously Voted on to Board of Directors

Motion to approve new board members Trustee Meredith Brown/Trustee Linda Handy Motion Passed

- First board meeting for new members in January 16, 2020
- LaNiece came up with a board committee structure for smooth transition for new board members.

F) Additional Board Prospects – Sbeydeh would like to hold until further notice.

Finance Committee Report – Sydney Firestone (20 min.)

A) September/October Financial Update

- LaNiece raised 50k to 60k in net revenue after expenses
- Revenue: we are shy on the corporate giving
- Our audit has started late: According to the MOU the district should be paying for the grant expenses Ana will invoice

Executive Director’s Report – LaNiece Jones (10 min.)

A) Staff Changes / Introduction

- Ana Cervantes (Merritt Alumna) – New Finance Operations Associate
- Mashariki White (Berkeley City Alumna) – New Development Manager

B) Guest Attendee – Danny Beesley from the Fab LaB

- *Fab Lab is a concept that started in 2003 out of MIT, got a huge grant to buy machines with the intention to teach students how to make their own stuff*

C) Finance Update / Fund Development Outlook

- Finance: Working on audit should be completed by end of November
- Finance: FDIC \$250,000 limit, we will use East West Bank to fulfill the diversification of cash
- Fund development: to date, we are short approximately \$80,000 in individual contributions
- Fund development: Director William Wilson is going to help us kick off the letter writing campaign

- Fund Development: Need board help to create “Friendraisers” in efforts to expand our donor database
 - Fund development: Goal to create Giving Day ‘Peralta Power” appeals
 - Kick off with Giving Tuesday - December 3rd
 - If 1,000 people (i.e. board members, their friends, faculty, community) give \$25 each, we can raise \$25,000 to kick off the campaign
 - Strategy to fill the shortfall
- D) Scholarship Workshops Series – devised to provide students with pertinent information about scholarships in partnership with the Office of International Studies explores how to navigate the scholarship portal and how to write their personal statements
- Held at Berkeley City College (Nov 5th) and College of Alameda (Nov 6th) with approximately 25 students in attendance at each workshop
 - Workshops to be held at Merritt College (Nov 12th) and Laney College (Nov 13th)
- E) New Scholarship Updates –
- Former Laney student worker Mercy Shaver created the Kristyana Scholarship Foundation in the memory of her late daughter who attended Laney College as a student - \$3,000
 - Lamorinda Rotary Club and Ann Estelle Richter Memorial Scholarship created for nursing students @ Merritt College - \$9,000
 - PJ Herring (Dr. George Herring Higher Education Scholarship) has a personal goal to raise an additional \$20K on top of the 10K endowment
 - Dr. Fran White, former acting chancellor, will be establishing a scholarship with her husband, former PCCD Board Trustee before fiscal year end

Next Meeting Date – Sbeydeh Viveros Walton (5 min.)

Thursday, January 16, 2020 | 5:30pm-7:00pm | site TBD

Announcements – All (5 min.)

Sbeydeh to host a holiday party at her home for all of the board members, foundation staff, and their families in December, date forthcoming.

Call for Adjournment – Sbeydeh Viveros-Walton (1 min.)

Motion to adjourn at 7:50pm Directors Guy Ben Ari/Adam Sanchez Motion Passed