



## **BOARD OF DIRECTORS MEETING MINUTES**

Thursday, January 16, 2020

5:30 pm – 7:00 pm

College of Alameda

555 Ralph Appezato Memorial Pkwy, Alameda, CA 94501

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**Directors Present:** Sbeydeh Viveros-Walton, Sean McKaig, Guy Ben Ari, William Wilson, Andre Chambers, Mark Bosuelo, Patricia Brooks, Tammeil Gilkerson, Tim Karas, Seth Steward, Joseph Simmons, Robyn Fisher, and Tasion Kwamilele

**Directors Absent:** Andreas Culver, Renee Jones, Adam Sanchez, Sydney Firestone, Rowena Tomaneng, Marie Elaine Burns, Linda Handy, Meredith Brown, Sally Swanson, and Dr. Regina Stanback Stroud

**Staff Present:** LaNiece Jones and Mashariki White

**Guests Present:** Mel and Pearl Shaw of Saad & Shaw

### **Closed Session Discussion**

**General Meeting Called to Order by** Board Chair – Sbeydeh Viveros-Walton at 6:04pm

**Adoption of Agenda** – Sbeydeh Viveros Walton (2 min)

Motion to approve adoption Directors William Wilson / Sean McKaig - Motion Passed

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

*Board members introduced themselves*

**Public Comment** – *No Public Comment*

**Approval of Minutes for November 6, 2019 Board Meeting** – Sbeydeh Viveros-Walton (5 min.)

Motion to approve the minutes Directors William Wilson/Mark Bosuelo Motion Passed

**President's Report** – Sbeydeh Viveros-Walton (5 min.)

Wished all a happy new year, welcomed the new board members to the team and extended gratitude to those who attended the year end affair at her home.

**Treasurer's Report** – (5 min.)

Treasurer absent and Executive Director shared top lines relative to finance:

A) Reported "District" reimbursed the Foundation \$16,085 from fiscal year 2016-2017 and fiscal year

2017-2018 audits as required per the MOU.

- B) Finance committee agreed to diversify monies and set up the ICS (Insured Cash Sweep) with East West Bank in order to comply with 2017 audit recommendation relative to FDIC \$250,000 limit. Finance committee decided to go with EWB due to long term existing relationship.
- C) The 2017 tax returns have been prepared and received as of January 15<sup>th</sup> per contracted CPA firm Eide Bailly LLP. The next tax returns will be for 7/1/18-6/30/19 and filed by 5/15/20.

### **Executive Director's Report – LaNiece Jones (5 min.)**

Executive director provided foundation updates:

- A) Scholarship season ends March 1<sup>st</sup>. Staff will visit all 4 campuses the first and second week of February to provide scholarship application workshops. We work in partnership with PCCD Office of International Affairs, Merritt College Learning Center, Laney College VP of Student Affairs offices, BCC VP student Affairs office and College of Alameda Office of Student Activities
- B) Identified two highly motivated alumni to serve as co-chairs on the Alumni Engagement Committee and respective upcoming activities.
  - a. **Professional Development Workshop Series** will start mid-February in a 3-part professional development series to attract alumni and will include: "Spruce Up Your LinkedIn Profile for Maximum Attention," Mastering the Interview and Negotiation," and "Making the Most of Your Earnings."
  - b. **Alumni Call for Nominations** – to further build and develop our alumni database and relationships the call for nominations initiative will recognize the finalists in a number of CTE categories. Beginning in February recognitions will be highlighted via social media, e-mail blasts, PCF website, partner websites and communications. Finalists will be invited and recognized for a group photo at the annual Gala in October.
- C) Fundraising – End of year giving campaign concluded with a \$7,000 contribution executive director secured from Comcast to support housing insecure Laney students. A \$1,000 check was issued to Terance Williams the Laney Associated Student President. KTVU 2 and KCBS radio conducted interviews with Terance Williams and Laney President Tammie Gilkerson.

### **Introduction of fund development consultants:**

#### **Presentation by Mel and Pearl Shaw of Saad & Shaw**

- A) Role of board in fundraising
  - Formally approve a comprehensive campaign plan
  - Participate in fundraising orientation and training sessions
  - Allocate personnel and funding to ensure full implementation of comprehensive campaign plan
  - Approve selection of campaign co-chairs
  - Review and approve fundraising policies submitted by the resource development committee of the board
  - Make a meaningful campaign gift
  - Work collectively to raise 20% of the campaign goal, using a team approach
  - Provide and solicit in-kind gifts and resources to offset campaign costs
  - Identify and secure fundraising volunteers
- B) Fundraising priorities and financial goals
  - Goal: Host 3-4 mixers to yield \$100,000 by fiscal year-end June 30<sup>th</sup>
  - Board agreed to collaborate on Peralta Host mixers and gatherings to introduce their network to Peralta
  - Three (3) potential "Host Peralta" venues volunteered
    - President Sbeydeh Viveros-Walton's home

- Director Tasion Kwamilele volunteered Embarcadero's Waste Solutions
  - Director Andre Chambers volunteered Oakland A's facility at Jack London Square
  - President Tammeil Gilkerson will assist the host with fundraising and gear the fundraising towards the host's preference
  - Can ask prominent people outside of your board to host a party
  - Ensure board members communicate so potential donors aren't bombarded
  - Executive Director LaNiece Jones will follow up with scheduling
- C) Strategies to raise funds include creating two teams:
- Case for Support – create clear, concise & compelling case for financial support tying back to the organization's strategic plan
  - Fundraising is an active goal
    - Identify high value donors
    - Focus on raising money from your highest value donors
    - Lead gift should be 10% of your goal
    - 80% of your money should come from the top 20% of your donors
    - Identify volunteers
      - Fundraising is volunteer driven
      - Starts with the board
      - Board needs to take an active role
        - President Tammeil Gilkerson would like assistance identifying high value donors
        - President Sbeydeh Viveros-Walton volunteered to serve on fundraising committee

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

Saturday, March 21, 2020 | 9am-4:00pm | site TBD

- President Gilkerson noted we should build from 2019's Board retreat as the goals for the colleges have not changed.
- Executive Director shared the importance to hear vision and insights from Chancellor Regina Stanback Stroud to help us build our short term and long term goals.

**General Announcements** – All (15 min.)

- Referencing By-Laws, member Kwamilele inquired about retreat and board elections; President Sbeydeh Viveros-Walton advised board elections are in June
  - Current executive board stayed on another year to provide continuity while there was an interim Chancellor
  - There will be an all new executive board in June.
- Director Sean McKaig agreed to serve on Nominating Committee to help with board elections and new board selections when appropriate
- Executive Director LaNiece Jones mentioned a new Peralta board member introduced by the Chancellor
- Warriors Fundraiser on March 10, 2020
  - Board to purchase two tickets each
  - President Sbeydeh Viveros-Walton to reach out, alert and remind board members to purchase tickets

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

Motion to adjourn at 7:43pm Directors Patricia Brooks / Seth Stewart Motion Passed