



**Board of Directors
Meeting Minutes**
Zoom Videoconference
Thursday, July 16, 2020
5:30pm

Started: 5:38pm | **Ended:** 7:39pm

Directors Present: Adam Sanchez, Joseph Simmons, Sydney Firestone, Tasion Kwamilele, Guy Ben Ari, Patricia Brooks, Meredith Brown, Robyn Fisher, Tamika Greenwood, Linda Handy, Sean McKaig, Seth Steward, William Wilson, Angelica Garcia, and David Johnson.

Directors Absent: Dr. Regina Stanback Stroud, Michael Bernick, Mark Bosuego, Andre Chambers, and Sally Swanson

Staff Present: LaNiece Jones, Mashariki White, Brian Bouldin

Guests Present: Geoff Green, CEO, Santa Barbara Community College Foundation

Meeting Called to Order

Board President, Adam Sanchez at 5:38pm

Adoption of Agenda

Board Vice President, Joseph Simmons

Motion to approve: Guy Ben Ari / Seconded: Patricia Brooks

Passed Unanimously

New Board Officers introduced:

- Joseph Simmons is the new Vice President, replacing Andreas Cluver, who has gone on to help steer Port of Oakland
- Tasion Kwamilele is the new Secretary, replacing for Adam Sanchez
- The board is actively looking to replace Sydney Firestone, treasurer, who is being termed out.

Executive Director Remarks

Executive Director, LaNiece Jones

ED Jones has in contact with fellow foundation ED's to explore their organizational program, fundraising and operational strategies and structures: many staff salaries are funded by district, some fund for partial staff salaries, others are like ours – auxiliary independent and some are completely independent like Santa Barbara Community

College Foundation. Last board meeting special guest Anne Paul King, ED, Ventura College Foundation shared their approach to secure a PPP Loan.

This meeting invited guest speaker Geoff Green, CEO of Santa Barbara Community College Foundation - an independent foundation. Geoff shared board engagement / fundraising strategies.

PPP Loan: PCF secure \$21,000 PPP loan based on last year's payroll which included two staff persons on payroll. Currently working with finance team to work at the forgiveness part of the loan and ensure that we provide the needed documentation so it can be converted into a grant.

Noted **Chancellor Regina Stanback Stroud resigned**. August is the Chancellor's end date. The recent MOU, we secured \$200K for this year, \$150K for next two years. Chancellor Stroud confirmed she will be sure to sign it.

Discussion / request to adjust the termination clause to industry standard - 6 months. ED Jones noted PCCD legal team is reviewing it. Director Wilson suggested to pull termination agreement out entirely if possible.

Committee Reports

a. Finance - Board Treasurer, Sydney Firestone

(Reviewed the FY2021 BUDGET_FNL DRAFT#4 spreadsheet with Board.)

LaNiece reported Chancellor secured the requested \$200K unrestricted grant. Discussed line items to address questions from last meeting on estimates for Foundation Grants and Corp Giving. Two open issues from last meeting: (1) review grant line item; and (2) capacity to handle hiring a development support staff person. Budget approved

ED Jones - Reviewed forecast line items for contributions, grants, corporate giving and reasons behind those numbers *(See spreadsheet for details)*

Motion to Approve: Joseph Simmons / Seconded: William Wilson
No abstentions. Vote through Chat: Unanimous

b. Fundraising

Chair Patricia Brooks

Highlights and updates – Director Brooks reported on the Haborside Cannabis / Horticulture partnership securing a \$10,000 student scholarship. Thanked Merritt President Dr. David Johnson and ED Jones who supported the process to provide students with credentials in the cannabis industry. Gearing toward people of color.

In partnership with director **Sally Swanson**, working with Rotary Club Foundation of San Francisco on a \$50K Grant with plans to collaborate Oakland Rotary in alignment Peralta Promise initiative concept supporting first generation students.

In partnership with co-chair Michael Bernick supporting the “Leveling the Playing Fields Campaign” launch to engage top Silicon Valley high tech companies for African American STEM scholarships. These are scholarships connected with our technology and business curriculum – ie. Cyber Security Program at Merritt College.

Shared peer-to-peer fundraising platform enabling each board member to have their page to outreach their networks to support PCCD students and grow PCF database. Live demo illustrated how it works.

Seth Steward:

Re-emphasized board financial commitment.

IX. Board Engagement Workshop

Guest Speaker: Geoff Green, CEO, Santa Barbara Community College Foundation established in 1971- one college district. Independent.

Geoff shared tips and insights on board engagement strategies.

Some of the highlights:

- If you ask people to JOIN you there is an emotional personal buy in.
Use different words when talking about something *we are also doing* as opposed to something you want them to do
- To be a good board member, they need to bring something to the table
- Good to have donor database which can be reviewed periodically and then assign specific board members to follow up

Santa Barbara has a large staff of CEO, plus 12.

- three (3) person finance team (Controller, Sr Accountant, Jr Accountant)
 - Current asset base is around \$63mil, mostly restricted endowments
 - Raise around 2mil to operate foundation, then another 5-7 mil for program work
- 1 ½ staff to handle privately funded promise
- 1 ½ staff for admin support
- Chief development officer
- Senior director of individual philanthropy
- President's council manager (individual donor management)
- Communications and marketing director
- Grants director

When budget crisis hit, a third of our operating budget went out the window, and they ended up with \$480K deficit. Good news, they had a reserve built so they could weather it.

18-member board, which is the smallest it has ever been. It includes 12 community members.

Questions:

Dr. Garcia - Roughly from donations from community, (1) any idea on the variance from personal/private vs corporate donations and (2) for private donations, what is the racial demographic make-up?

Overwhelmingly the donations come from individuals
Corporations are generally around 5 - 6%

Racial demographics don't have a good handle on it.

Board was 100% white, 75% male

Now around 60% white, 40% folks of color

Donor base lot of people from SF and LA areas who retire to his region

Major wealth is not made in the community

Never had functioning alumni base.

Sean: Question on tools of fundraising. Talk about alumni database.
Is that important to have? What advice to give us to get started on something that is a huge endeavor multiyear project?

Had alumni association in the past but it did not last
Looked at models that work. One platform called “Graduway”
Really a peer-to-peer - annual contract - not cheap
Long slow process. Fee is like \$10K a year

College passed on alumni contact info. They now have a staff person do the research. To launch soon and share survey and research with ED.

X. Next Steps / General Announcements / Next Board Meeting

Special board meeting to be notified for Treasurer nomination. Process to be led by Secretary / Nomination Chair **Tasion Kwamilele**.

Director William Wilson: Special thanks and high praise to outgoing Treasurer **Sydney Firestone** for incredible steadfast execution.

7:39pm call meeting to conclusion

Next Meeting: November 19, 2020, 5:30pm – 7pm