

Board of Directors Meeting

Zoom Videoconference
Thursday, March 11, 2021
Time: 5:30pm - 7pm

Board Members Present:

Vice President Joseph Simmons, Secretary Tasion Kwamilele, Treasurer Luther Aaberge, Patricia Brooks, Robyn Fisher, Tamika Greenwood, Chris Kovach, Sally Swanson, William Wilson, Merritt President David Johnson, BCC Pres. Angelica Garcia, COA President Nathaniel Jones, and Laney President Rudy Besikof.

Staff: LaNiece Jones, Mashariki White, Margie Platero

Proceedings: Meeting called to order by Bishop Joseph Simmons. Last month's minutes were accepted and approved.

Meeting Agenda:

Highlights

- New Foundation Board Member **Diana Delfin Polk** - newest Peralta Board Trustee
- Annual Retreat – ED Jones and Interim Chancellor Water discussed strategic planning retreat for the Month of May. Goal is to develop a global fundraising focus, strategies and to explore expanding relationship portfolio, donor relations and employee giving. Two-hour session on a Saturday to confirm tentative May date. ED Jones to send out doodle to members to select.
- March Madness Fundraising event set for March 25th; fundraising chair Patricia Brooks to provide event details – members are encouraged to invite friends and family;
- Scholarship review committee - thank you to all board members who have participated thus far, encouraged more to sign-up. Director Dr. Fisher to provide review status.
- Treasurer **Luther Aaberge** provided monthly financial meetings and audits.
 - Revenue Year-to-Date - 35.85% greater than budget due to December donor drive and grants. Expenses are at 25.63% over budget with grant expense and grant expense professional fees. Forecasted to end the year closer to budget. Net Income is near budget. Staff will soon work on 2021 budget draft. Staff reviewing balance sheet item. Invitation extended to anyone who wants to join March 16, 2-3pm.
- Two potential board members: Board Secretary **Tasion Kwamilele** and Director **Robyn Fisher** interviewed a potential board member, **Mahiri Wise** with Google. They both believe he will be a great addition. **Eric Wright** – 49er alumni - was another candidate interviewed by VP Simmons. VP Simmons enjoyed his energy

and fundraising vision. Members voted and welcomed **Eric Wright** and **Mahiri Wise** as new Peralta College Foundation directors.

Board Secretary Kwamilele reminded everyone to complete the "Conflict of Interest" form and that she will resend the "Board Survey" to complete before the Retreat.

- **VP Simmons** motioned to approve the Secretary's Report, as well as Treasurer's Report.

- **Dr. Robyn Fisher** on Scholarship Committee Report: Shared updates on the current scholarship review period.
 - 282 volunteer readers to date, Riki still seeking volunteers, if possible.
 - 201 volunteer completed profiles, 77 volunteers read thus far
 - 411 submitted student applications. 448 evaluations still needed, 376 completed.
 - 133 submitted Bernard Osher Scholarships. 96 completed, 170 to complete by March 31 to ensure students receive funding.

VP Simmons motioned, 2nd by Brooks - report approved.

- **Patricia Brooks** on Fundraising Report and upcoming March Madness - Race Towards Building Careers event on Thursday, March 25, 5:45-7:45pm.
 - To help with the event success - ask of board members – to outreach to at least 10 people to attend the free event.
 - Sponsorship opportunities available.
 - Oakland Roots gave \$5,000
 - Net Experts \$2500
 - EBMUD \$2500
 - Potter Electric \$2,500
 - Channel Lumber \$1,000
 - Plus auction donations from GS Warriors, Oakland Roots and Oakland As.

Goal to create quarterly gathers to increase donor database.

Introduced March Madness auctioneer Steve Godfryd spoke on virtual events and evidenced significant increase of monies raised virtually vs in person. In efforts to create a successful event is relative to the number of people participating. It has been noted that people really enjoy virtual events these days. "Silent and live auction Travel Packages" are very attractive for strong bidding and proceeds.

- **College President's Remarks.** College Presidents to discuss upcoming Scholarship Ceremonies and graduations. **BCC President Garcia** spoke to having an event where students and donors get to connect, virtually across the districts.
Laney President Besikof agreed that the events really help and encourage donor/recipient interactions. **Merritt President Johnson** stated how to setup the event and agreed it helps. **CoA President Jones** noted virtually you can record the event, add social media, and more traction doing it virtually versus face to face.

Colleges may be able to pilot an initial event to see what it will look like. LaNiece also suggested partnering with a company that aligns with program at that particular college for the fundraising aspect. Also a “donate button” on the virtual event site to a particular fund or account.

PCF holds over 80 fund accounts for the participating colleges. Chris asked for one for each college to add to press around the events.

- **General Announcements:** None

Meeting Adjourned: Vice President Joseph Simmons adjourned the meeting at 7pm