

MINUTES
Foundation Meeting
January 24, 2011 – 6:30 P.M.

1. **Meeting Called to Order** by Chair at 6:30 p.m.

2. **Roll Call:** Present: Jeremy B. Yamaguchi, Chair
Vivian M. Perez, Vice Chair
Linda Bartelt
Brenda Emrick
Craig Green
William E. Heaton Jr.
Scott Nelson

Others Present: Jon Nicks / Executive Director

3. **Public Comment:** None

4. **Introduction of New Board Member Craig Green.**

Craig Green has been actively working in the community for approximately eight years. He has been a member of the Citizens for Better Placentia, the Planning Commission, and the Financial Audit Oversight Committee. He is currently the City Treasurer and works in the District Office of State Assemblyman Chris Norby.

5. **Approval of Minutes from the October 20, 2010 meeting.**

William Heaton and Craig Green abstained from vote because they were not present during the meeting and Scott Nelson was not present during this item. **Motion** by Brenda Emrick to approve Minutes as amended **Second** by Linda Bartelt and **CARRIED by 4-0 VOICE VOTE.**

6. **Discussion of Ralph M. Brown Act Open Meeting Laws as part of Foundation Bylaws.**

The City Attorney, Andrew Arczynski, summarized the regulations within the Brown Act for the Board Members. According to Section 54952 of the California Government Code, the term "legislative body" refers to the city council and any other standing committees within the city. The Brown Act applies to these committees and any others that are established by these legislative bodies that a) exercise authority delegated by the City Council, b) receive funding from the City Council or the City, and c) include members of the City Council. As a result of these requirements, the Brown Act currently applies to the Placentia Community Foundation and any sub-committees it creates.

Therefore, the Foundation must post an agenda at least 72 hours before a meeting, they cannot make any formal decisions that are not listed on the agenda, they must maintain accurate records for all meetings, and they must allow public access to all discussions and decisions. In the future, the Foundation will likely grow and develop, no longer requiring City funding or City Council Members to be on the Committee. At that point, the Brown Act may not apply. However, the current status of the Foundation requires that all regulations of the Brown Act be followed. Board Member Scott Nelson joined the meeting during this discussion.

7. Discussion of Placentia Community Foundation 501(c)(3) Federal Tax Exempt Status.

Jon Nicks announced to the Board that the IRS has officially approved the 501(c)(3), non-profit status of the Placentia Community Foundation. In addition, the status has been granted effective as of September 17, 2009 when the Foundation was first incorporated by with the State of California. As a result, the Foundation can notify and thank all of its previous donors and include the Federal Employer Identification Number to allow them to claim their donation on their 2010 taxes. Furthermore, this allows the Foundation to apply for grants and receive additional funding from agencies and organizations that require a non-profit status.

Mr. Nicks also provided the first seven pages of the Non-Profit Compliance Guide to the Board Members. The non-profit status was very difficult to receive and there are several rules and regulations that must be followed in order to maintain it. The entire Compliance Guide will be sent electronically to all the Foundation Members.

8. Discussion of Community Events that could receive support from the Foundation.

The Board Members reviewed a list of currently and previously City-funded community events, their attendance, and the last date it was held or funded by the City. William Heaton pointed out that this list of events should only give the Foundation some ideas about possible events to support. There are many more events throughout the community that the Board should consider because anyone can come to the Foundation to request funding.

The Board inquired about the status of the grant application for other agencies to request support. Mr. Nicks informed them that both the application and grant guidelines were already finalized in order to receive the tax exempt status. He will re-distribute these guidelines to the Board Members and the minutes from the meeting when they were finalized in order for everyone to have the opportunity to read and possibly update them. Vivian Perez suggested that new members should be added to the policy sub-committee to look at these guidelines and additional policies that need to be created because Chad Wanke who was part of the sub-committee is no longer a Board Member.

9. Discussion of Fundraising Ideas/Opportunities and Proposed Fundraising Workshop.

Mr. Nicks provided a short summary of the funds that are currently in the Placentia Community Foundation account. Based on this amount and the total cost of all events previously discussed, it is clear that marketing is an extremely important issue at this time because the Foundation will need additional support. Brenda Emrick provided a fundraising example from the Santa Ana Police Foundation (SAPF). Supporters have the opportunity to donate towards three different programs: 1) support of the Santa Ana Police Department, 2) the Business Emergency Response Team (B.E.R.T.), or 3) the Santa Ana Police Athletic and Activity League. SAPF provides a good example of how they clearly support specific programs and people can designate where their donation goes.

Linda Bartelt pointed out that before the Foundation thinks about fundraising, it must be introduced to the community and the other non-profits in the area. It is extremely important for the Foundation to show potential donors that it has value and it is able to give back to the community, before it can begin requesting donations. The Board brainstormed about potential marketing avenues. It could possibly use the Placentia Quarterly, the City Services Academy, the City Cable Channel, the Chamber of Commerce, the marquee at Don-A-Vee, and an article in the Orange County Register.

William Heaton proposed a three-part marketing plan to the committee. 1) The Foundation needs to focus on access. The community needs to know that everyone has access to the people on the Board and the possibility to receive support from the Foundation. 2) There should also be an educational component to the plan. By providing educational seminars, such as the Fundraising Workshop that was previously discussed, the Foundation will be able to convey the purpose and goals of the Placentia Community Foundation for little to no cost. 3) The Foundation needs resources. In order to provide support to any organizations or causes, it needs to raise money itself. Therefore, the Foundation must plan ahead and create fundraisers far enough in advance to fully develop and benefit from the event.

Scott Nelson suggested that the Foundation create a marketing budget because the City is a separate entity and cannot market for the foundation. Vivian Perez suggested that the Board contact the Public Relations or Media Department at Cal State Fullerton in order to find out if a student might want to participate in an internship with the Foundation, creating the marketing plan, logo, and a brochure, in exchange for letters of reference and publication credit.

Furthermore, Board Members discussed that the Foundation should add personal interaction to the marketing plan that it creates. Other organizations are more likely to donate if they speak to a recipient in person. Mr. Nelson will be attending a meeting of the Rotary Club on February 9th and he plans to discuss the Foundation's purpose and goals with the members. Linda Bartelt suggested that some Board Members should attend some of the Chamber of Commerce and Women's Round Table meetings as well. She also

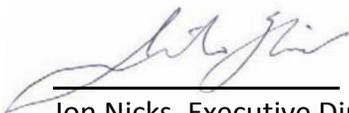
suggested that one of the Board Members attend and pass out information at the State of the City on February 24th at 11:30am at the Alta Vista Country Club.

Some of the Board Members expressed that it was difficult to raise money for the Mayor's Gala last year because other organizations and agencies did not know what the Foundation was going to do with the money and they viewed it as competition for the donations that they hoped to receive themselves. Scott Nelson pointed out that those organizations could be the ones helping the Foundation. If the City limits or eliminates the funding for community events in the future, the committees and organizations who previously received City support could receive assistance from the Foundation. Once the Foundation is exposed to the community and becomes a known non-profit, it will likely be the primary supporter for these events. Therefore, the Heritage Committee, Founders Society, Cultural Arts Commission, and even organizations such as the Miss Placentia Scholarship Fund could be helping the Foundation raise the money that may eventually be used to support their programs.

The Board Members discussed the Fundraising Workshop suggested by Vivian Perez in the previous meeting. William Heaton suggested some of his colleagues who have many years of experience in non-profit work and fundraising be the experts at the workshop, thereby lowering the cost. Vivian Perez suggested using a fundraising booklet created by Southern CA Edison as a resource for the attendees. Furthermore, the Director of Corporate Philanthropy for Southern CA Edison is a friend of hers and might make an excellent speaker at the event as well. Mr. Nelson suggested that this event might be more successful if it is partnered with an agency that already has an audience such as the Rotary Club or the Chamber of Commerce. This way, the Foundation could assist the partner agency with fund raising for their programs and it will help the Foundation with marketing and promoting itself to the community.

10. Agenda Building and Meeting Schedule. Board to review agenda items and schedule upcoming meetings. For the next meeting, the Board would like to see the prices to create the marketing material, and for advertising in the Placentia Quarterly, the Chamber of Commerce Newsletter, and to send out information to all of the businesses with business licenses in Placentia. Once these costs are presented and discussed at the next meeting, the marketing plan can be approved. The Board would also like to look further into the details of the Fundraising Workshop and supporting some special events.

11. Adjournment. The Placentia Community Foundation Board of Directors Adjourn to their next meeting on **Wednesday, February 23 at 7:00 p.m.** at Placentia City Hall. Meeting adjourned on Monday, January 24 at 8:00 p.m.



Jon Nicks, Executive Director / Recording Secretary