



401 E. Chapman Avenue  
Placentia, CA 92870  
(714) 993-8232

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**Mission Statement:**

*The Placentia Community Foundation solicits, receives, invests and makes grants of funds, property and other resources to provide direct charitable services to aid, sponsor, promote, advance and assist worthy activities, programs and services in the City of Placentia to further cultural, educational, and recreational events and causes.*

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**AGENDA**  
**Regular Meeting of**  
**The Placentia Community Foundation**  
**February 28, 2017 – 7:15 A.M.**

The Placentia Community Foundation welcomes you to this meeting. We encourage your participation. This agenda contains a brief general description of each item to be considered.

The Placentia Community Foundation encourages free expression of all points of view. Any person who wishes to speak regarding an item on the agenda will address the Board at the time the item is being considered. Upon recognition by the Chair, state your name and address for the record prior to providing your comments. Speakers will be limited to a time period set by the presiding officer. If you wish to speak on an item that is not on the agenda, please do so during the period listed for Public Comment. All supporting information is available for public review in the Foundation offices.

**Special Accommodations**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Placentia Community Foundation at (714) 993-8232. Notification 48 hours prior to the meeting will generally enable the Foundation to make reasonable arrangements to ensure accessibility.  
(28 CFR 35.102.35.104 ADA Title II)

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**ORDER OF BUSINESS**

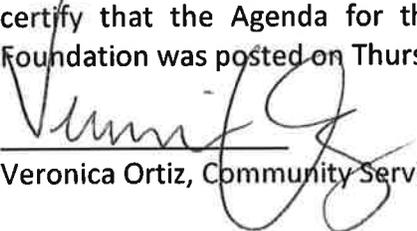
1. Meeting Called to Order
2. Roll Call:   Kathi Baldwin                                   Dwayne De Rose                                   Brenda Emrick  
                  Kevin A. Larson                                   Vivian M. Perez                                   Dayna Rafiqi
3. Public Comment.
4. Consideration to approve meeting minutes of the January 31, 2017 meeting.
5. Treasurer's report. Board member Larson to provide the Foundation with a brief treasurer's report.
6. Review and approval of any deposits and approval of any payments.

7. Review and discussion of the Community Services Department events calendar and designation of Foundation Board members.
8. Review and discussion of Foundation meeting and events calendar.
9. Discussion and vote of newly revised Community Foundation by-laws and attachments.
10. Board Member comments or requests.
11. Staff/Department comments and updates.
  - Heritage Festival event update
12. Agenda Building and Meeting Schedule. Board to review agenda items and schedule upcoming meetings.
13. Adjournment. The Placentia Community Foundation Board of Directors Adjourn to their next regular meeting on March 28, 2017.

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**Certification of Posting**

I, Veronica Ortiz, Interim Executive Director of the Placentia Community Foundation, hereby certify that the Agenda for the February 28, 2017 meeting of the Placentia Community Foundation was posted on Thursday, February 23, 2017.

  
Veronica Ortiz, Community Services Supervisor/Interim Executive Director



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**MINUTES**  
**Foundation Meeting**  
**January 31, 2016**

- 1. Meeting Called to Order** by Chair at 7:26 a.m.
  
- 2. Roll Call:** Present: Kathi Baldwin, Kevin A. Larson, Vivian Perez, Brenda Emrick  
Identified: Danya Rafiqi  
Absent: Dwayne De Rose,  
Others Present: Sandra Gonzalez, Director of Community Services, Veronica Ortiz,  
Community Services Supervisor
  
- 3. Public Comment:**  
Mayor Craig Green introduced the newly elected Placentia Council Members, Ward Smith and Rhonda Shader to the Foundation.
  
- 4. Consideration to approve meeting minutes from the November 29, 2016 meeting.**  
Board Member Larson **MOTIONED** for the board to approve the November 29, 2016 minutes. Board Member Emrick **SECONDED** the motion. The motion was approved.
  
- 5. Treasurer's report. Board member Larson to provide the Foundation with a brief treasurer's report.**  
Board Member Larson delivered the treasurer's report for the calendar year that ended on December 31, 2016. The Foundation ended the year with \$42,559 in the bank and \$2,500 in outstanding checks. Taking this into account, the total in the bank is a little over \$40,000. No checks were issued in December. The Foundation has \$1,500-\$1,530 in deposits for the tree lighting event, indicating that there may be some checks that need to be issued. Overall, the Foundation did well but the budget goal was missed by \$10,000. The goal was missed due to the Car Show that never materialized as well as Taste of the Town. This will further be discussed in the proposed budget for 2017. Board Member Larson stated that there are some placeholders and the Foundation can discuss what should go in those placeholders. Board Member Emrick wanted clarification on what the \$1,500 was used for during the tree lighting event. Community Services Supervisor Ortiz explained that the \$1,500 went towards decorations and the cost of the tree. The Foundation is still waiting on a \$500 check from Rotary to which they committed. Board Member Larson stated that if the Foundation receives donations that exceed what is spent, the funds should be designated or there needs to be an understanding from the donor that if the donation exceeds the funds, they will be used for other charitable causes. Community Services Director Gonzalez explained that the donors are aware that the donation will go directly to that event and if anything is exceeded, then the donation will go towards that event in the next year. Chairperson Perez suggested that further designations be created to match the events so that it is clearly stated in the budget.

## **6. Review and discussion of the 2017 Foundation budget.**

Community Services Director Sandra Gonzalez stated that Mayor Green was at a fundraiser and received a raffle check for \$750, and he will be donating that to the Foundation. This is not a designated donation. It can be used for whatever the Foundation determines most useful for the community. Director Gonzalez requested that someone come and represent the Foundation at the February 21<sup>st</sup> council meeting so that the check may be formally given to the Foundation. Board Member Larson stated that \$2,600 was sourced to designated income: the Foundation received about \$600 from Edison for the Heritage Festival and \$1,500 for the Holiday Tree Lighting ceremony, of which \$1,000 was added to designated income. What is put into the designated income is offset in its entirety under designated expenses. Another \$1,000 is meant for promoting activities. Undesignated income includes the \$10,000 from Republic Services. Other general fundraisers that will contribute to undesignated income are Love Placentia, Memorial Bricks, Car Show, and another \$1,000 for miscellaneous contributions. There is \$15 intended for bank fees, this is only for replacements of lost cards or special checks. Another \$800 for any fundraising the Foundation does will cover printing or promotion costs. \$2,600 is meant to offset designated income. There is \$200 for the chamber, and the Foundation has yet to decide whether that money will be spent this year. \$300 will be used for events in which refreshments are served, such as at the community summit. For the undesignated income, fundraising will need to be done. The Foundation will be doing fundraising through Memorial Bricks, which is intended to move forward in April. Board Member Larson explained the grant writing process from last year and how they were separated into two tiers. \$6,000 will be made available for tier one grants. Most of the tier one grants are funded by the Republic Services' \$10,000 grant. Republic Services made a ten year commitment, and the Foundation is currently in the 5<sup>th</sup> year. Chairperson Perez recommended that the \$4,000 of the remaining Republic Services' grant would be a backup fund for general expenses. Tier two grants are contingency grants and would make the grant expenditures \$8,000. Chairperson Perez suggested that tier two grants be in the budget in order to support the community. Board Member Larson stated that an amended budget remains a possibility for future occurrences. Board Member Larson also stated that the projected surplus for the budget will be \$4,200. The vote on the budget will be addressed in the next meeting.

## **7. Review and approval of any deposits and approval of any payments.**

Community Services Supervisor Ortiz stated that a donation from Mayor Green of \$750 should be accepted and deposited into the Community Foundation checking account. Supervisor Ortiz also updated the Foundation regarding the Holiday Tree Lighting ceremony, stating that the organization JUSA has donated \$100 towards the program. This donation was received after the holidays in January, and the check will also be made out to the Community Foundation. Both checks would need to be signed and deposited, and be part of the checks that go back to the event, made out to the City of Placentia. The \$100 would be added to the budget of \$1,500 for the event. Vivian Perez **MOTIONED** to accept the \$100 to designate toward the Tree Lighting Ceremony budget of \$1,500. Board Member Larson **SECONDED** the motion.

## **8. Review and discussion of 2017 Heritage Festival event structure.**

Community Services Director Gonzalez informed the Foundation of a change to the Heritage Committee structure that is to be proposed to City Council. The proposed date for the 2017 Heritage Festival is October 14<sup>th</sup>. The activities and the parade are to undergo changes should the Council approve. Director Gonzalez gave a cost-revenue analysis of last year's Heritage Festival, indicating that a new amount is to be requested from the Council for this year's festival. Director Gonzalez proposed three options for obtaining the \$35,000 to be requested of the Council, including partnering with the Foundation. The Foundation may serve as a cosponsor for the event. Another option, in addition to the option of a staff led committee with a volunteer subcommittee base and a co-sponsorship provided by the Foundation, would be for the Foundation to be engaged in a large fundraising effort. Director Gonzalez reported that the option favored by the Heritage Festival Committee is to have a staff led effort in planning and organizing the events with a volunteer subcommittee. The proposal will be made to City Council on February 7<sup>th</sup>, 2017.

**9. Review and discussion of newly revised Community Foundation by-laws and attachments.**

Chairperson Perez reported that the bylaws have not been addressed in the last five years, and some things were noted by Chairperson Perez to need revision. The mission statement remains true, and Chairperson Perez recommended formulating a project plan to correspond to and within the mission statement. The Foundation is not under the auspices of the Brown Act because the Foundation is not a public agency; rather the Foundation serves as a non-profit organization. Chairperson Perez recommended that the new bylaws address officer roles and responsibility explicitly, with detailed roles of members as fiscal agents. Chairperson Perez emphasized transparency in the bylaws. Because the bylaws will undergo changes, Chairperson Perez recommended that the Board Members reapply for officer positions. A Board agreement will be addressed in following meetings.

**10. Board Members comments or requests.**

No comments or requests.

**11. Staff / Department comments and updates.**

No comments or updates.

**12. Agenda Building and Meeting Schedule. Board to review agenda items and schedule upcoming meetings.**

The next meeting will address board member expansion and the Heritage Festival event overview.

**13. Adjournment. The Placentia Community Foundation Board of Directors adjourn to their next regular meeting on February 28, 2017.**

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Veronica Ortiz, Community Services Supervisor/Interim Executive Director