



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

MINUTES
Foundation Meeting
January 24, 2018

1. Meeting Called to Order 7:25 a.m.

2. Roll Call:

Present: Kevin A. Larson, Vivian Perez, Brenda Emrick

Absent: Kathi Baldwin, Dwayne De Rose

City Staff: Joanna Contreras, Community Services Office Assistant; Veronica Ortiz, Community Services Supervisor; Sandra Gonzalez, Director of Community Services

Leave of Absence: Danya Rafiqi, Kathi Baldwin

3. Public Comment.

None.

4. Treasurer's report. Board member Larson to provide the Foundation with a brief treasurer's report.

Board member Larson reported that there have been no deposits into the Foundation's account during the month of December. Supervisor Ortiz notified the Foundation that she has followed up with Republic Services regarding the donation to the Foundation in the amount of \$10,000. Republic Services released the check to the City of Placentia. The City will have to create a check to pay the Foundation the donation from Republic Services. Board member Larson informed the Foundation that there have been no disbursements, but there are outstanding bills. The Foundation must pay the City \$300 for the tree lighting ceremony, \$600 to the City for the Veterans' monument, and \$20 to Board member Larson for his contribution to the State's required licensing fees. Board member Larson reported that the Foundation is about \$7,200 over budget but will have balanced their fees once the amount from Republic Services is processed. Board member Larson also reported that the Foundation currently has about \$37,000 in their account with \$2,000 outstanding. Chairperson Perez reported that the Foundation is expected to receive \$600 from Southern California Edison.

5. Review and consideration to approve the 2018 budget.

Board member Larson presented a draft of the 2018 budget to the Foundation. He reviewed the designated amounts that are meant to be pass-through grant income and disbursements. The designated amount equals about \$11,000. Undesignated income, that which has no donor restrictions, totals to about \$14,000. When predicting the amount that would be given in the Fall Grants Program, Board member Larson reported that the grant awards would total to about \$8,500. Board member Larson also discussed the insurance premium for the Foundation that is already in effect, as of January 1, 2018. The cost is about \$1,250. For program and event costs, Board member Larson projected \$1,500 for the Community summit with a \$300, or twenty percent, contingency fund for other program expenses. Tax preparation for the Foundation was estimated to be about \$800. Other general operating

expenses have been estimated to about \$400. This leaves the Foundation with a projected income of \$25,000 with total expenses estimated to be about \$23,750. This leads the Foundation to a projected surplus of \$1,250, or five percent of their operating income, which will help build the Foundation's reserves. Chairperson Perez stated that the designated money in the budget for the Heritage Festival and Concerts in the Park are meant to be grant opportunities. She also stated that the City will have a responsibility of applying to grant opportunities for the tree lighting event, which Director Gonzalez added to by noting the prospect of receiving funds from other sources. The amount designated for the tree lighting even in the budget could then be revised to a nominal amount. Chairperson Perez noted that the memorial brick project would not provide an income at this time, and Board member Larson stated that he would keep it as a placeholder. Board member Emrick suggested that the Foundation donate 250 to the Cultural Arts Commission for their Concerts in the Park series. Board member Larson stated that he would change the budget to reflect fundraising options and other discussed changes. The changes would leave the Foundation with a \$2,000 deficit until other donations are processed. Board member Larson **MOTIONED** for the amended budget to be accepted with the \$2,000 deficit. Chairperson Perez **SECONDED** the motion. The budget was accepted as proposed with the changes.

6. Review and approval of any deposits and approval of any payments.

Board member Larson requested that the Foundation give the City \$300 for the previous year's tree lighting ceremony, \$6,600 for the Veterans' monument, and \$20 to Board member Larson himself. The Foundation agreed, and the payments were scheduled to be disbursed.

7. Plan for 2018 year. Board to discuss the following items:

- ***Fundraising and events***
- ***Recruitment of board members***
- ***Foundation policy review***

The Foundation also discussed the possibility of a summer fundraiser at the Concerts in the Park series. Board member Emrick proposed that the Foundation sponsor the beer and wine garden. Director Gonzalez stated that the City will compile a list of expected costs, which would include ABC licensing, fencing security, etcetera. The Foundation hopes that this would establish a standard presence in the community. Director Gonzalez proposed that the Foundation also consider providing food trucks at the events. Director Gonzalez also recommended that the Bruery of Stereo Brewing, each breweries in Placentia, participate in the beer and wine garden. Chairperson Perez inquired if a formal presentation to the Cultural Arts Commission would be required, and Supervisor Ortiz responded saying that it would not have to be a formal presentation. It was said that the Foundation's presence at the next Cultural Arts Commission meeting would be put on the agenda.

Board member Larson questioned the status of the memorial brick project. Chairperson Perez informed the Foundation that the Library did not agree to participate in the fundraising plan, which in turn means that the area that would be needed for the bricks to be laid is not accessible to the Foundation. Chairperson Perez noted that the memorial brick project is not a viable option for fundraising because another partner and avenue is needed to start the program. Director Gonzalez recommended establishing a theme and placing the bricks in

sports locations. She also noted that a map of the City's jurisdiction would be brought to the next meeting for the Foundation to review the possible locations to establish the project. Director Gonzalez also recommended the memorial brick project being catered toward youth sports organizations. Staff member Brand will also provide a map with all user groups by site. The Foundation found this idea favorable.

8. Board member comments and requests.

Chairperson Perez notified the Foundation that Dwayne De Rose submitted his resignation due to a prior commitment that would prevent him from attending the Foundation meetings. Because Dwayne De Rose resigned prior to the meeting date, the Foundation had a quorum. Chairperson Perez also noted that Danya Rafiqi requested one more semester for a leave of absence. Chairperson Perez also requested that the City work to establish the Foundation's website. Supervisor Ortiz stated that she would follow-up with a City contractor to formulate a proper website.

9. Staff/Department comments and updates.

Director Gonzalez informed the Foundation that the Heritage Committee have decided to keep most of the components of the festival and parade the same as in previous years but that a proposal would be made to City Council to shorten the parade route.

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

11. Adjournment. The Placentia Community Foundation Board of Directors Adjourn to their next regular meeting on February 28, 2018.
