



## Board Meeting Minutes

Date: Tuesday, November 5, 2019

Costa Mesa City Hall

**Time of Opening of Meeting:** 6:27 p.m.

### Board Members Present:

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Lisa Schultz   | <input checked="" type="checkbox"/> Mike Carey  |
| <input checked="" type="checkbox"/> Nichole Scott  | <input type="checkbox"/> Ali Hayes              |
| <input checked="" type="checkbox"/> Mary Fewel     | <input checked="" type="checkbox"/> Celia Rios  |
| <input checked="" type="checkbox"/> JoJo Crowley   | <input type="checkbox"/> Rosario Reyes          |
| <input checked="" type="checkbox"/> Dean Abernathy | <input type="checkbox"/> Andrew Nielson         |
| <input type="checkbox"/> Gerard Ladalardo          | <input checked="" type="checkbox"/> Linda Tenno |
| <input type="checkbox"/> Jesus Perez               |   |

### Associate Members Present:

- Karen Ursini
- Matt Vorona
- Lea Lowe

### City Staff Present:

- Jennifer Christ
- Jennifer King
- Ashley Thomas

### Guests:

*Erin Huffstetter, Alison Wright.*

### Minutes:

<b>Topic</b>	<i>Approval of Minutes of 9/3</i>
<b>Presenter</b>	<i>JoJo Crowley</i>
<b>Summary</b>	<i>Approval of the Minutes from 9/3/19.</i>
<b>Proposal</b>	<i>Approve the Minutes of the last meeting.</i>
<b>Person to Make Motion</b>	<i>Mary Fewel</i>
<b>Person to Second Motion</b>	<i>Celia Rios</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

<b>Topic</b>	<i>Approval of Minutes of 9/26</i>
<b>Presenter</b>	<i>JoJo Crowley</i>
<b>Summary</b>	<i>Approval of the Minutes from 9/26/19.</i>
<b>Proposal</b>	<i>Approve the Minutes of the last meeting.</i>
<b>Person to Make Motion</b>	<i>Mary Fewel</i>
<b>Person to Second Motion</b>	<i>Mike Carey</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

**Treasurer Report:**

<b>Topic</b>	<i>Treasurer Report</i>
<b>Presenter</b>	<i>Mary Fewel</i>
<b>Summary</b>	<i>Transferred \$1500 to grants accounts. Community grants we had \$16,266.66.</i>
<b>Proposal</b>	<i>Motion to approve the Treasurer Report.</i>
<b>Person to Make Motion</b>	<i>Lisa Schultz</i>
<b>Person to Second Motion</b>	<i>Nichole Scott</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

<b>Topic</b>	<i>Grant #1</i>
<b>Presenter</b>	<i>Karen Ursini</i>
<b>Summary</b>	<i>Holiday arts festival by the Woman's Club. Purpose is to show the art and to judge and give away scholarships to the artists. The event will be open to the public Friday night, Saturday, and Sunday 10-4. Money will go towards scholarships and publicity. The Women's Club is asking for \$1,050. Might be conflict of interest because of mayor's mother.</i>
<b>Proposal</b>	<i>\$1,050</i>
<b>Person to Make Motion</b>	<i>Celia</i>
<b>Person to Second Motion</b>	<i>Linda</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

<b>Topic</b>	<i>Grant #2 – Project Hope Alliance</i>
<b>Presenter</b>	<i>Karen Ursini</i>
<b>Summary</b>	<i>Project Hope Alliance is a nonprofit in Costa Mesa whose mission is to end the cycle of Homelessness, one child at a time. They hold an annual Holiday event for the families that participate in the Family Stability Program, which provides rapid re-housing for families and two-year case management. They are applying for a grant of \$1,500.</i>
<b>Proposal</b>	<i>Nichole Scott to propose rewarding a grant of \$1,500.</i>
<b>Person to Make Motion</b>	<i>Celia Rios</i>
<b>Person to Second Motion</b>	<i>Linda Tenno</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

<b>Topic</b>	<i>Grant #3 – Estancia High School Production Drama</i>
<b>Presenter</b>	<i>Karen Ursini</i>
<b>Summary</b>	<i>The Estancia High School drama production wants to take its drama students to New York this February to see Broadway shows and immerse them in the New York theatre experience.</i>
<b>Proposal</b>	<i>\$2,000</i>
<b>Person to Make Motion</b>	<i>Nichole Scott</i>
<b>Person to Second Motion</b>	<i>Celia Rios</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

**Old Business:**

<b>Topic of Discussion #</b>	<i>1</i>
<b>Topic</b>	<i>Annual Review of Purchasing Policy</i>
<b>Presenter</b>	<i>Nichole Scott</i>
<b>Proposal</b>	<i>Board to review purchasing policy once a year.</i>
<b>Summary</b>	<i>Review of purchasing policy.</i>
<b>Person to Make Motion</b>	<i>Lisa Schultz</i>
<b>Person to Second Motion</b>	<i>Mary Fewel</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

<b>Topic of Discussion #</b>	<i>2</i>
<b>Topic</b>	<i>Marketing and Social Media</i>
<b>Presenter</b>	<i>Mary Fewel</i>
<b>Summary</b>	<i>Erin is here. Social Media has been handled on the fly and we need to have a plan of execution. Question 1: do we have a mission statement and would we like to adjust it? Elevator pitch might be needed. CITP is not an important event we plan for rather it is a mechanism we use, a tool, to raise money for the community. Do we think that the knowledge of what the CITP is for is an important tool to have at the actual concert? We don't necessarily need more guests at the concerts because we are at maximum capacity. What works in sponsorship acquisition? The Foundation has talked about making an infographic. We also need bigger signage of us at the Concerts to show what we do.</i>

<b>Topic of Discussion #</b>	<i>3</i>
<b>Topic</b>	<i>Google Drive and New Email Addresses</i>
<b>Presenter</b>	<i>JoJo Crowley</i>
<b>Proposal</b>	<i>Create new email addresses for directors and setup new file organizational system.</i>
<b>Summary</b>	<i>JoJo has setup a Google Drive file system to help the Foundation organize all their files for high efficiency. New emails will be created at</i>

	<i>no cost. Each director will have a Gmail account which includes 15 GB of space.</i>
<b>Person to Make Motion</b>	<i>Dean Abernathy</i>
<b>Person to Second Motion</b>	<i>Nichole Scott</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

**New Business:**

<b>Topic of Discussion #</b>	<i>4</i>
<b>Topic</b>	<i>Concert Ad Promotion</i>
<b>Presenter</b>	<i>Lisa Schultz</i>
<b>Summary</b>	<i>Form a committee in January.</i>

<b>Topic of Discussion #</b>	<i>5</i>
<b>Topic</b>	<i>Amazon Smile Charity Administration Account</i>
<b>Presenter</b>	<i>Lisa Schultz</i>
<b>Summary</b>	<i>We can buy things on Amazon and Amazon smile will donate to our 501-3c. You register and receive donations. Lisa to forward email to Jennifer King. Does putting effort into this idea convolute our entire message about sponsorship acquisition. Jennifer King to investigate if our Foundation can utilize Amazon Smile. Board to research more about topic with no need to adopt it immediately.</i>
<b>Additional Notes</b>	<i>Now that we have a Chase account can we use an alternate pay method at the Concerts? Jennifer King to look into alternate point of sales methods to be used at Concerts.</i>

<b>Topic of Discussion #</b>	<i>6</i>
<b>Topic</b>	<i>Template for Sponsorship Acquisition</i>
<b>Presenter</b>	<i>Lisa Schultz</i>
<b>Summary</b>	<i>We will need a template, contract, and proposal. Mary and Lisa to coordinate to have templates ready by January.</i>

<b>Topic of Discussion #</b>	<i>7</i>
<b>Topic</b>	<i>New Member Acquisition</i>
<b>Presenter</b>	<i>Lisa Schultz</i>
<b>Proposal</b>	<i>Nominate New Slate for the Upcoming Year</i>
<b>Summary</b>	<i>New slate for Foundation: Mary Fewel will be Treasurer, JoJo Crowley will be secretary, Lisa Schultz will be Vice President, and Nichole Scott as President. Karen to resign from Grants Committee, Celia is happy to step in and assist with this transition. Mike Carey to continue as Concerts Chair. We shall vote in January. Jesus Perez and Ali Hayes to be considered for Associate Membership. Alison Wright to apply for membership online.</i>
<b>Person to Make Motion</b>	<i>Lisa Schultz</i>
<b>Person to Second Motion</b>	<i>Nichole Scott</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

<b>Topic of Discussion #</b>	<i>8</i>
<b>Topic</b>	<i>Monthly Meetings</i>
<b>Presenter</b>	<i>Lisa Schultz</i>
<b>Proposal</b>	<i>Meet monthly starting in January 2020.</i>
<b>Summary</b>	<i>How does the board feel about having a monthly meeting schedule? First Tuesday of every month starting in January.</i>
<b>Person to Make Motion</b>	<i>Lisa Schultz</i>
<b>Person to Second Motion</b>	<i>Mary Fewel</i>
<b>Board Approval</b>	<i>Unanimously Approved</i>

**Closing Statements:** *The board is excited to conclude 2019 so successfully and looks forward to the 2020 year. We will deeply miss having our favorite Grants Chair, Karen Ursini, but we wish her the best as she continues to brighten the days of all local Costa Mesa residents she meets.*

**Date of Next Meeting:** *Tuesday, January 7, 2020*

**Time of adjournment:** *9:20 p.m.*