

**MINUTES**  
**Foundation Meeting**  
**February 23, 2011 – 7:00 P.M.**

1. **Meeting Called to Order** by Chair at 7:00 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.

Absent: Scott Nelson

Others Present: Jon Nicks / Executive Director

3. **Public Comment:** Representatives from the Placita Santa Fe Merchants Association attended the Placentia Community Foundation meeting, including Rosalina Davis (President), Ed Garcia (Vice President), Bill Zavala (Secretary), Raul Davis and Greg Sowards. Ms. Davis opened her presentation with a brief history of Downtown Placentia and discussed how the City was originally founded there. Due to the importance of this part of the City, the Merchants Association would like to help with revitalizing it. Currently, it lacks some lighting and parking that will make consumers feel more welcome and safe downtown.

The Merchants Association members pointed out that the events that have been held downtown, such as Las Posadas and Taste of Old Town, have recently received less financial support from the City. Typically, these events receive draw in about 15,000 attendees from Placentia and surrounding cities, which helps support the local economy and businesses. However, due to budget reductions the City of Placentia has reduced its amount of financial support and the merchants have had to seek other sources to hold these events. The Merchants Association is a 501(c)(3) organization that would greatly appreciate some support from the Foundation. The Association members also offered to assist the Foundation in raising funds.

The Board thanked the Association Members for attending the meeting and presenting their projects, ideas, and history. However, as Chairman Yamaguchi pointed out, the Foundation has only recently received its 501(c)(3) status and is still working on finalizing

the policies, applications, and grant distribution processes. As a result, the Foundation is unable to give any answers regarding the distribution of funds at this time. Once these policies have been finalized, the Board will contact the Placita Santa Fe Merchants Association to let them know that applications grant are available.

**4. Approval of Minutes from the February 23, 2011 meeting.**

The Board requested the following addition to the Minutes from the February 23, 2011 meeting: "The City Attorney clarified that the maximum amount of Board Members in a sub-committee is less than a quorum." **Motion** by Craig Green to approve the Minutes as amended. **Second** by William Heaton and **CARRIED by 6-0 VOICE VOTE.**

**5. Review of Different Options to Market the Foundation to the Community.**

Jon Nicks passed around a price list for marketing options and sample brochures for the Board to review. After looking at the brochures and some other examples of what the City's technical staff can create, the Board decided to ask them to create a logo and marketing materials for the Foundation instead of asking for an intern from CSU Fullerton. The Board is willing to pay no more than \$400 for this project at this time.

The Board also decided to purchase a small P.O. Box and begin advertising on the Placentia website, the City Cable, the Quarterly, and the Don-A-Vee marquee. However, Mr. Yamaguchi pointed out that it might be more successful to wait until the policies and procedures are finalized before the Foundation begins marketing on a larger scale such as a human interest story or an advertisement in the Orange County Register and Placentia News-Times.

**6. Discussion about Fundraising Opportunities and Proposed Fundraising Workshop.**

Ms. Perez and Mr. Heaton met last month regarding the Fundraising Workshop and they have created a proposal that they would like the Foundation to consider. Instead of creating a workshop, they would like to provide a Non-Profit Summit on Philanthropy. The event would be held at the Placentia Women's Round Table Club House or the Yorba Linda Water District from 10:00a.m. – 1:00p.m. in early June. It would also include a continental breakfast. In addition, Mr. Heaton has a friend named Dan McQuaid, Executive Director of OneOC, who would be a great keynote speaker. Mr. McQuaid could discuss varying topics, including: Courting Corporate Sponsors, Fundraising, Working Collaboratively, and/or Volunteer Management.

The Summit would begin with the Mayor's Welcome, which will give him an opportunity to introduce the Foundation to local non-profits, its mission, and its goals. After the Mayor's speech, the keynote speaker would present for approximately 45 minutes, followed by networking opportunities for the representatives. Ms. Perez would also like the Foundation to possibly provide all participants with a tool kit including tips and highlights from the keynote speaker's presentation.

In order to properly market the Foundation and gather support at the summit, the Board would also like to finalize the Foundation's advertising materials, policies, procedures, guidelines, and annual fundraiser details first. If the event is held in early June, supporters will be fully aware of the annual fundraiser in advance and potential grant recipients will have approximately six weeks before the applications will be due in July.

**7. Discussion of Creating or Adding Members to Subcommittees.**

Board Members discussed that the Policy Sub-Committee should continue to work on creating the policies, guidelines, grant application, and distribution process for the Foundation. Mr. Heaton pointed out that this committee should also look into the details of the 501(c)(6) status (for mutual benefit) of the Rotary Club and the Chamber of Commerce in order to explain the differences in the 501(c)(3) status (for public benefit) of the Foundation in the application. Ms. Perez would also like the Foundation to become more educated about raising endowments and add this policy to the Foundation's guideline's as well. This sub-committee will include Jeremy Yamaguchi, Brenda Emrick, and Vivian Perez.

The Sponsorship and Fundraising Sub-Committee will discuss ideas for the annual fundraiser. This committee includes William Heaton and Linda Bartelt.

The Event Sub-Committee will continue to plan the Placentia Non-Profit Summit on Philanthropy. This committee includes Linda Bartelt, Vivian Perez, and William Heaton.

**8. Agenda Building and Meeting Schedule. Board to review agenda items and schedule upcoming meetings.** For the next meeting, the Board would like to receive updates from each of the sub-committees and a draft of the brochure. The Board would also like to look further into the details of the Fundraising Summit.

**9. Adjournment.** The Placentia Community Foundation Board of Directors adjourn to their next meeting on **Wednesday, March 23 at 7:00 p.m.** at Placentia City Hall. Meeting adjourned on Wednesday, February 23 at 8:25 p.m.



Jon Nicks, Executive Director / Recording Secretary