

401 E. Chapman Avenue
Placentia, CA 92870
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MINUTES
Foundation Meeting
March 18, 2010 – 7:00 P.M.

Meeting Called to Order by Chair at 7:00 p.m.

Roll Call: Present: Joseph V. Aguirre / Board Member
William E. Heaton Jr. / Board Member
Vivian M. Perez / Board Member
Chad P. Wanke / Board Member
Jeremy B. Yamaguchi / Board Member

Others Present: Jon Nicks / Executive Director
Janis Heckel / Contracted Event Coordinator

Public Comment: None

Consideration to Authorize Executive Director to Execute a Reimbursement Agreement with the City of Placentia. The agreement will enable the City to make expenditures towards fundraising efforts of the Foundation and allow the Foundation to reimburse the City for those expenditures after the appropriate amount of funds are raised.

Motion by Joe Aguirre to approve item **Second** by William Heaton and **CARRIED** by 4-0-1 VOICE VOTE.

Discussion of Mayor's Inaugural Gala and Ball. Board will discuss activities and assignments to plan and implement the Placentia Community Foundation's first fundraising event.

Discussion: Ms. Heckel addressed the Board and provided an update on her efforts towards the event. Vendors have been secured for casino gaming, valet services, and VIP restrooms for the event. A tent and sink are still needed for the food preparation area and linens are still needed for guest tables. Mr. Yamaguchi stated that he knows the owner of HAZ party rental and that he could contact him about providing some of the supplies needed for the event.

Ms. Heckel has already confirmed that El Torito will bring Mexican Caesar salad and chips to the event, Hometown Buffet will provide cookies, and Marie Calendar's will provide assorted Pies and Cheesecake. Ms. Heckel is still waiting for responses from Alta Vista Country Club, Boston Market, Dario's Pizza, Fish in a Bottle, Rembrandt's, Sophia's Greek Cuisine, and Tlaquepaque. Mr. Wanke offered to contact Rembrandt's

because he knows the owner of the restaurant and possibly have them donate their gourmet macaroni and cheese. Mr. Heaton offered to contact Brian's in Fullerton to see if they would donate a food item. Ms. Perez stated that she could possibly contact an owner of a Coffee House that she knows to contribute coffee for the event. Ms. Heckel stated that she will prepare a donation request letter and event information form for the Board members to take to their respective contacts. Mr. Nicks will send the letters and form to the Board members on Monday, March 22.

The Board discussed possible entertainment options for the event. Mr. Wanke stated that he has contacted several music groups, but that they will not donate their services. Mr. Wanke added that he attempted to barter with them by providing free studio time and food and drinks during the event, but many groups still wanted to be paid since it is a Saturday night and would be a four hour commitment. Ms. Heckel stated that she has a contact with the Side Street Strutters who are a professional jazz ensemble that regularly performs at Disneyland. Ms. Heckel stated that they would also most likely ask for payment for their performance, but that she would attempt to negotiate with them for a fee of \$600 to \$800.

The Board reviewed a proposed Sponsorship Opportunities form that would offer event sponsors event recognition, publicity, and VIP tickets to the event depending on their level of sponsorship. Board members commented that further clarification was needed on the form for the type of publicity and recognition each sponsor level would receive and to add that there would only be one plate or collector wine glass sponsorship opportunity available. Mr. Aguirre also commented that a short statement should be added about the Placentia Community Foundation as a non-profit entity and the foundation's purpose. Board members also discussed the proposed layout of the event and how the VIP area would be arranged. Mr. Yamaguchi requested that the Sponsorship Form and all printed material for event be sent to Board members for final review before printing and Mr. Nicks confirmed that he will send materials to the Board members via e-mail for review.

Mr. Nicks presented the idea of having miniature orange crates as a commemorative item for the event, but suggested that because of the price, \$3.50 for each crate filled with candy, that only Sponsors receive the item. Board member discussed and agreed that only sponsors \$500 and above would receive them and that they would like a chocolate orange as the candy item in each crate. Mr. Yamaguchi suggested having a list of all City contractors available, so they could be contacted as potential sponsors. Mr. Nicks stated that a list of all business contacted for either silent auction or sponsorship will be provided as an event database. Ms. Perez also stated that she could possibly have Southern California Edison as a sponsor or to provide a silent auction item and Mr. Nicks confirmed that he would provide a letter to Ms. Perez to send to them. Mr. Heaton also indicated that he would proceed with contacting CSUF for a silent auction item and requested a letter as well.

Mr. Yamaguchi suggested having a group rate established as the same discount as the couple rate of \$125 for tickets essentially \$62.50 per ticket. Board members discussed

and the group rate was set for \$62.50 per ticket for groups of four or more.

Executive Director's Report: Mr. Nicks reported that the Union Bank in Placentia has offered to provide a free checking, savings, and online banking for the Placentia Community Foundation and to assist with taking credit card transactions. Mr. Nicks also shared that the first donation was received for the silent auction from PRP Wine International for two in-home wine tasting experiences valued at \$350 each.

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

The Board decided another meeting was needed on Friday, April 2 at 5:00 p.m. to have an update on the Mayor's Gala.

Adjournment. The Placentia Community Foundation Board of Directors Adjourn to their next meeting on **Friday, April 2 at 5:00 p.m.** at Placentia City Hall. Meeting adjourned on Thursday, March 18 at 8:43 p.m.

Jon Nicks, Executive Director / Recording Secretary

Placentia Community Foundation, Minutes for March 18, 2010

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