

401 E. Chapman Avenue
Placentia, CA 92870
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MINUTES
Foundation Meeting
April 15, 2010 – 7:00 P.M.

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

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

Others Present: Jon Nicks / Executive Director
Troy Butzlaff / City Administrator

Public Comment: None

Approval of Minutes from the April 5, 2010 meeting.

Mr. Wanke abstained from vote because we has absent during this meeting.

Motion by Mr. Heaton to approve Minutes as amended **Second** by Jeremy Yamaguchi and **CARRIED by 4-0 VOICE VOTE.**

Discussion of postponement of Mayor's Inaugural Gala and Ball.

Mr. Nicks addressed the Board of Directors and reviewed the reasons for postponing the event that were discussed individually with each Board Member. Mr. Nicks commented that all sponsors, food vendors, and silent auction donors were contacted about the event postponement and given the option of having their item returned or for the Foundation to hold the item until the event is rescheduled for the fall. Silent Auction items that are time sensitive within the next few weeks, such as Angels Baseball Tickets, will be auctioned off in a small Silent Auction among City employees and the proceeds will go to the Foundation. Mr. Nicks reviewed the "Strategies for Success" provided by the consultant Ms. Heckel that gave an overview of suggested ways to have success when planning the Mayor's Gala in the future. The suggested strategies for success include partnering with existing non-profits, developing a marketing campaign, creating a community goal such as trying to raise \$25,000 to support specific programs, and developing an event planning group amongst community members.

Board members discussed possible modifications to the event when it is rescheduled. Ms. Perez suggested partnering with community groups and having each group select a

volunteer that could be recognized with a plaque during the event. The partnership would draw people affiliated with that group such as board members and volunteers to the event. Mr. Aguirre suggested adjusting the name of event to more of a 1920's title or theme, since a "Ball" is a more formal event and looking at other venues such as the Women's Roundtable or other nearby locations. Mr. Nicks commented that it could create additional costs for renting another venue instead of the City owned packing house. Mr. Wanke also commented that another location may work better because of the challenges with the packing house including entryways, the use of valets, and having to bring in additional restroom facilities.

Discussion of marketing the Foundation and setting goals.

Mr. Butzlaff addressed the Board and stated that the City reached a settlement with Republic Services and a part of the agreement was to donate \$50,000 to the Placentia Community Foundation for charitable events and services. The Board Members were very pleased with this news.

Board Members discussed setting goals and a clearer mission for the Foundation to help with focusing the future Mayor's Gala. Ms. Perez discussed creating a clear business flow and transparency in the organization and possibly accomplishing this through an offsite meeting to develop strategies using an interested third party facilitator. Board Members further discussed that a policy would need to be developed to determine which community events or groups would benefit from the Foundation's fundraising efforts. Mr. Butzlaff suggested hiring Ms. Heckel as a consultant to use her experience with foundations to help develop the mission and goals. Mr. Wanke commented that he agreed with developing a clearer mission statement and by-laws, but suggested finding some cheaper or free services that can help us with these items instead of paying for a consultant. Mr. Heaton suggested gathering information from the Orange County Volunteer Center or Orange County Community Foundation for resources. Mr. Nicks stated that he would contact a few other cities with recently formed community foundations to get some information.

Mr. Aguirre suggested that once the mission is established fundraising tools could be developed such as a PowerPoint presentation and handouts that describes the Foundation's goals. Mr. Heaton also provided a strategy for fundraising by first identifying the potential donors from City commissioners, committee members, non-profit organizations, and local businesses. After the top 30-40 donor prospects are identified then one on one meeting would be set up with the donor and a few Board Members to explain the Foundation's goals and to ask for a donation. The individual meetings could possibly be a brown bag lunch at the orange packing house to explain the event idea or by presenting the materials that Mr. Aguirre suggested. Mr. Heaton suggested that once the donor is committed to a donation of around \$1,500 for example they could possibly also receive 10 tickets to the event and be part of the event planning committee. Mr. Heaton also further suggested that all of the sponsors should be committed two and half months in advance of the event, so the funds are dedicated and there is money to use for event supplies and materials.

The Board Members were very receptive to Mr. Heaton's fundraising suggestion and decided to create two subcommittees to concentrate on developing policies and fundraising. Mr. Heaton, Mr. Aguirre, and Ms. Perez volunteered for the fundraising subcommittee. Mr. Wanke and Ms. Perez volunteered for the policy subcommittee. The subcommittees will plan out their own meetings between regular Foundation Committee Meetings. Mr. Yamaguchi also requested a listing of how much the City spends on community events and programs, so the Foundation can begin to determine which events would be feasible to support.

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

The Board decided another meeting was needed on Thursday, May 6 at 7:00 p.m. to further discuss fundraising, a future event, and developing policies.

Adjournment. The Placentia Community Foundation Board of Directors Adjourn to their next meeting on **Thursday, May 6 at 7:00 p.m.** at Placentia City Hall. Meeting adjourned on Monday, April 15 at 8:30 p.m.

Jon Nicks, Executive Director / Recording Secretary

Placentia Community Foundation, Minutes for April 15, 2010

Placentia Community Foundation