



**MINUTES**  
**Foundation Meeting**  
**July 22, 2013**

**1. Meeting Called to Order**

- 2. Roll Call:** Present: Brenda Emrick, Constance Underhill,  
Susan Wan-Ross, Vivian M. Perez, Craig Green, and Eric Naasz  
Absent: Scott Nelson  
Others Present: Jonathan Nicks, Executive Director  
Dwayne De Rose, President of the Chamber of Commerce

- 3. Public Comment:** Dwayne De Rose, President of the Chamber of Commerce introduced himself and stated that he was attending the meeting to learn more about the Placentia Community Foundation.

**4. Consideration to Approve Minutes from the June 24, 2013 meeting.**

Board Member Underhill **MOTIONED** to approve Minutes from June 24, 2013. The motion was **SECONDED** by Board Member Emrick. The Minutes were approved by a **VOICE VOTE** of 6-0-1-0.

**5. Update on Grant Application Process**

Director Nicks stated that the deadline for the Grant Applications was July 11<sup>th</sup>, and that the Foundation had received six applications. A subcommittee of Board Members Emrick and Naasz along with Blue Ribbon Committee planned to meet on August 5<sup>th</sup> in order to perform a primary review of the applications.

**6. Continued Discussion on the opportunity drawing for a vacation package at the Heritage Festival and partnership the City of Placentia Heritage Festival Committee for fundraising and sponsorships.**

Board Member Susan Wan-Ross presented information about conducting an opportunity drawing for a vacation package through Winspire. The goal was to offer vacation packages that would appeal to many community members. The three vacation packages that were presented included Fairmont Chateau Whistlers Ski Getaway, Orlando Theme Park Adventure, and Ultimate Escape to either Maui or Kauai. Each packages had a value around \$10,000 each, but through the agreement with Winspire the Foundation would only need to cover a third of the cost. It was discussed that the Ski Getaway and the Maui/Kauai vacation would be for two people and the trip to Orlando being for a family or group of four. The Foundation agreed that they would request a donation of \$40.00 for each ticket, and that the goal would be to sell 300 tickets overall. Board Members later discussed various marketing techniques including posting flyers around the town, using Facebook, and the Foundation website as means for advertising the drawing. They also discussed promoting the opportunity drawing at Movies in the Park, Concerts in the Park, and the Placentia

Heritage Festival. An additional prize for the winner who is present at the Heritage Festival was mentioned, however nothing was decided upon.

Board members further discussed whether to hold this fundraiser as a raffle or opportunity drawing and the different aspects of each. Information provided by the State Department of Justice notes that the key difference between a raffle and opportunity drawing is that with the later there cannot be a limitation on the number of tickets sold and there would be no purchase necessary to participate. After a thorough discussion the Board agreed that this would not be an issue and that they would proceed as an opportunity drawing, but still would explore registering with the State to conduct future raffles. Board Members expressed confidence in their decision to go forth with the opportunity drawing and look forward to selling tickets. Director Nicks assured the Board that he would send a preview of the tickets and posters for review during the following week.

**7. Continued Discussion of Recruitment for Board Member Positions.**

No updates at this time.

**8. Overview of Cultural Arts Projects for Every Student (C.A.P.E.S.) program and other programs provided by the City of Placentia Cultural Arts Commission that the Foundation could possibly support.**

Director Nicks began the discussion by sharing the role of the City of Placentia Cultural Arts Commission to organize the Summer Concerts in the Park including determining the bands for the concerts. The Commission also coordinates the C.A.P.E.S. program by raising funds through opportunity drawings held at the Concerts in order to win a gift basket. The funds raised at the Concerts through the opportunity drawings are distributed as grants to local teachers to help fund art projects. An overview was also given of the Cultural Arts Commission role with the Tamale Festival and Photo Contest. The Foundation Board discussed the possibility of assisting with the coordination of the Concerts in the Park and the CAPES, but not the Tamale Festival or the Photo Contest. Board members were asked to think about the assisting with the Concerts in the Park for the 2014 Concerts and be prepared to discuss the idea at a future meeting.

**9. Discussion on the opportunity to coordinate community volunteer opportunities through [www.volunteermatch.org](http://www.volunteermatch.org)**

Board Member Perez confirmed that the website would not charge for its services and provided a brief overview of the benefits of using the website. Board Members stated that [www.volunteermatch.org](http://www.volunteermatch.org) was an excellent source to use in finding volunteers for upcoming events hosted by the Foundation.

**10. Board Member comments or requests.** None.

**11. Agenda Building and Meeting Schedule.**

The next meeting will be held on Monday, August 26, 2013. The Board will discuss the grant applications, Concerts in the Park, the opportunity drawing, and the possibility of creating a Junior Board Member along with Board Member recruitment.

**12. Adjournment.** The Placentia Community Foundation Board of Directors Adjourn to their next regular meeting on Monday, August 26, 2013 at 6:30 p.m.

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Jon Nicks, Executive Director / Recording Secretary