

MINUTES
CHINO HILLS COMMUNITY FOUNDATION MEETING
November 19, 2012
Chino Hills Government Center
Community Room
14000 City Center Drive, Chino Hills, California

I. CALL TO ORDER

Chair Peter Rogers called the Chino Hills Community Foundation Meeting to order at 3:30 p.m.

II. PLEDGE OF ALLEGIANCE

Bill Taylor led the Assembly in the Pledge of Allegiance.

III. ROLL CALL

PRESENT:	Bill Taylor	Peter Rogers
	David Kramer	Scott Kaplan
	Derek S. Williams	Tom Boyle
	John R. Young	Wayne Scaggs
	Kelli Spiri	

ABSENT:	Art Bennett	Dave Ault
	Bill Hughes	Steven J. Elie
	Brian Pollack	Tim Sotoodeh
	Cynthia Moran	

ALSO PRESENT: Jonathan Marshall, Director of Community Services
Alma Hernandez, Administrative Analyst II

Kelli Spiri on conference call.

IV. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

V. BOARD MEMBER INTRODUCTIONS

No introductions done.

VI. ACTION ITEMS

a) Approval of September 10, 2012 Meeting Minutes

On motion by John Young, seconded by Wayne Scaggs, the Minutes of the Meeting from September 10, 2012 were unanimously approved as corrected. All in favor. MOTION CARRIED.

b) Endowment Fund Transfer

On motion by Wayne Scaggs, seconded by Bill Taylor, the transfer of funds from Wine Walk to match the donation made by the Kramer family to the Endowment Fund in the amount of \$10,000 was unanimously approved. All in favor. MOTION CARRIED.

VII. FINANCIAL REPORT

Ms. Hernandez reported that as of November 14, the Foundation has a balance of \$274,218 which does not include Wine Walk proceeds that were being processed in the amount of \$14,000. \$10,000 of the total Wine Walk proceeds will be transferred to the Endowment.

VIII. DISCUSSION ITEMS

- a) Wine Walk – Chair Rogers reported a total of 504 tickets were sold. The Encork after party event ticket sales totaled about \$6,000. Net proceeds for the event totaled approximately \$26,000.

A total of 19 locations participated in the event. Dillon's was the 20th location but backed out at the last minute. California Pizza Kitchen stepped up when they backed out and provided food for an additional location. P.F.Chang's manager stated that it was one of their best nights of the year and would be willing to participate next year. RA Sushi catered the Encork and donated food at another location as well. The Shoppes donated 60 gift bags for the Encork after party, provided banners, and sold tickets at the kiosk. The band donated their tips to the Foundation.

A total of 17 cases of wine were donated. The leftover wine can be used for future events. Brian Pollack donated wine worth \$1,600 and John Young donated wine worth \$1,000 for the Encork auction.

- b) Volunteer Recognition Event – Chair Rogers reported that the event is scheduled for December 3, 7:00 pm, at the McCoy Residence. Board Members are invited to attend.
- c) 2013 Calendar of Events and Meetings:
- Donor Reception – invitations will be sent to those that donated \$1,000 or more in cash; and possible location to be John Young's home.
 - Home Tour – tentatively scheduled for April 21. Board still looking for homes for the event.
 - Wine Walk – possible dates are October 5th or October 12th.
 - Gala Event to be combined with Grand Opening for the Community Center
 - Gala Event in the evening
 - Food Truck Event the following day
 - Volunteer Recognition Event – scheduled for December.
- d) "Buy-A-Brick" Program – Ms. Hernandez reported that a total of 135 bricks have been sold; 102 – 4 x 8 and 33 – 8 x 8 bricks. Director Marshall stated that due to expected inclement weather, the Community Center projected date of completion could be late August or September, which allows for the deadline for the sale of bricks to be around April or May. Ms. Hernandez stated around 100 bricks were sold due to the utility bill inserts. Director Marshall stated that fliers are available at City Parks, and posters are displayed at different facilities. David Kramer suggested having a booth at different places like the Boys Republic or the Farmers Market. Director

Marshall also suggested fliers to be available at the Shoppes kiosk, approaching Commissioners and different service groups.

Bill Taylor asked if staff can come up with verbiage for marketing during the Christmas season. Ms. Hernandez stated that a flier for the kiosk may be created and printed in-house at no cost to the Foundation.

Since there is no rendering of the project available at the construction site, Scott Kaplan offered to ask CBE to donate the structure for the Community Center Project so that a rendering could be displayed.

Chair Rogers stated that a way to access businesses would be to have the local newspaper publish an article regarding the brick sales; include inserts in the next utility bill; publish an ad in the next Recreation Brochure; and, a public announcement in the local television network.

Bill Taylor inquired if RecTrac allows for the public to purchase bricks online. Ms. Hernandez stated that the program does not allow for the buyer to input the inscription. Chair Rogers stated that the Foundation website allows for online brick purchase.

David Kramer asked how many bricks are expected to be sold for this project. Chair Rogers stated that 1,000 spaces have been projected. Director Marshall stated that originally, 4x8 bricks were only available for purchase, but since then, 8x8 bricks have been approved, which count as two spaces.

Chair Rogers asked what the total amount of funds needed for the entire interior of the Community Center. Director Marshall stated it would be \$300,000 to furnish the entire interior with \$250,000 for visible items that were proposed in the plan. Bill Taylor asked how much more is needed to achieve the goal of \$300,000. Ms. Hernandez stated that \$100,000 more is needed to reach the goal. The Dedication Ceremony is tentatively scheduled for September 5, 2013.

IX. COMMITTEE REPORTS

None.

X. COMMENTS

Ms. Hernandez stated that next year's meeting in November will again fall on Veteran's Day. The Board suggested scheduling the November meeting on the first Monday of November.

Chair Rogers stated that the Board Development Committee will be meeting at the start of 2013 to try to bring in two additional Board members since Council Member Bennett resigned to allow for Council Member Moran to continue serving on the Board.

Chair Rogers reported that a friend and a fellow Rotarian, Ted Athens, would like to offer a free one-day financial seminar to the high school seniors this coming spring. He would like to sponsor and bring in two financial experts to speak on different aspects of Finance to help educate the students before they graduate.

This would be at no cost to the Foundation but would allow him to pursue educational grants for the program.

David Kramer reported that the Rotary did a similar program on business planning for Chino High students that lasted several months. The Chino Valley School District had another program called Junior Tennis Ambassadors and a Junior Golf Ambassadors. He also attended a seminar in Santa Ana called Junior Medical Ambassadors. The program identifies potential leaders in elementary and junior high levels who already exhibit good communication skills and ability to provide leadership to other peers. The concept of children teaching children how to play tennis, golf, how to prevent obesity and diabetes, and provide a different culture to teach their peers is a pilot program to take advantage of.

Bill Taylor stated that he is involved with Key Clubs in Chino Valley high schools through Kiwanas and there is a way to get good attendance in these programs by working with school administration and teachers. He added that he would be interested in communicating with Ted Athens.

David Kramer asked about the name "ambassadors" to motivate and incentivize people in the community to volunteer. He stated that students in Key Clubs at local high schools are very motivated to volunteer their time and if provided with the purpose, structure, and goals, could create a successful program for the Foundation.

XI. ADJOURNMENT

Meeting was adjourned at 5:05 p.m. to the next regular meeting on January 14, 2013.

Respectfully submitted by:

Carmen Fructuoso-Canter
Community Services Department

Signed by:

John Young, Board Secretary
Chino Hills Community Foundation