

MINUTES
CHINO HILLS COMMUNITY FOUNDATION MEETING
March 14, 2011
Chino Hills Government Center
Community Room
14000 City Center Drive, Chino Hills, California

I. CALL TO ORDER

Chair Steven Elie called the Chino Hills Community Foundation Meeting to order at 3:32 p.m.

II. PLEDGE OF ALLEGIANCE

Mr. David Kramer led the Assembly in the Pledge of Allegiance.

III. ROLL CALL

PRESENT:	Bill Hughes	Kelli Spiri
	Cynthia Moran	Peter Rogers
	Dave Ault	Scott Kaplan
	David Kramer	Steven J. Elie
	John R. Young	

ABSENT:	Bill Kruger	Derek S. Williams
	Brian Pollack	Kristine Thalman
	Bruce Wood	

ALSO PRESENT: Lara Christensen, Administrative Analyst II
Christine Martinez, Recreation Supervisor
Kimberly Albarian, Recreation Supervisor

IV. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

V. ACTION ITEMS

a. Approval of Minutes

Minutes of December 6, 2010 Meeting

On motion by Peter Rogers, seconded by John Young, the Minutes of the Meeting from December 6, 2010 meeting was approved as corrected.
MOTION CARRIED.

Minutes of January 10, 2011 Meeting

On motion by Bill Hughes, seconded by Peter Rogers, the Minutes of the Meeting from January 10, 2011 Meeting was approved as corrected.
MOTION CARRIED.

b. Donor Reception Budget

Kelli Spiri reported that the operating budget is \$11,000 and the only item not included was the donation from Dr. Lally. Chair Elie stated that an adjustment

can be made in May; and that donations that can be expended are more of a concern for the budget. Ms. Christensen noted that originally, when the Foundation's budget was approved in August, the budget was entered as \$15,000. Ms. Spiri stated that she would prefer to have the flexibility of leaving the budget at the original \$15,000. Chair Elie stated that \$4,000 can be allocated for items listed as "in kind," in case they are not received in that manner, and to add \$2,500 in donations to break even. Vice Chair Rogers stated that Dr. Lally donated the following "in kind" donations: wine and beer, printing costs for the invitations, table rentals, table centerpieces, and wine glasses. Chair Elie stated that a draft invitation approved by Ms. Spiri is also available for review.

On motion by John Young, seconded by Bill Hughes, the Donor Reception Budget was approved. MOTION CARRIED.

c. Board Expansion Nominations

Chair Elie stated that the Committee comprised of Peter Rogers, David Kramer, and Kristine Thalman has identified three candidates to diversify the Foundation Board. Chair Elie stated that City Council appoints candidates to the Board based on their acceptance to the term of four years.

Peter Rogers reported that suggested names of candidates were placed on a list to be evaluated for their capability to attract donors to the Foundation. The following candidates were presented to the Board for recommendation:

1. Tim Sotoodeh – The Shoppes
2. Tom Boyle – Sr. Project Manager for Lewis Construction
3. Dr. Melba Mayes – Pediatric dentist practicing in Chino Hills

On motion by David Kramer, seconded by Scott Kaplan, the three candidates were voted to be recommended to the Chino Hills City Council for appointment to the Chino Hills Community Foundation Board. MOTION CARRIED.

d. Website Funding

Peter Rogers reported that the website was still in development mode and three Board members will need training to learn how to do general changes. A suggestion was made to present Michelle Williams with additional monies for her time. A budget of \$2,000 was approved for website design including domain name and webhosting. An additional \$1,000 was budgeted for software that would track the donations and print out reports at the end of the year.

On motion by Peter Rogers, seconded by Scott Kaplan, \$400 was reallocated within the annual budget and added to the website budget to be given to Michelle Williams for the website creation. MOTION CARRIED.

e. Special Projects – Recreation Scholarship Program

Ms. Christensen reported that the City, in the process of accepting applications for Community Development Block Grant (CDBG) program

money, received two applications from the Recreation Department: Summer Day Camp and a scholarship program for residents to attend Recreation programming of their choice throughout the fiscal year. CDBG money is available for organizations that provide services to low/moderate income families in the City of Chino Hills. Due to an increase in applications received by the City, the Foundation was presented with the opportunity to fund the program, as it met the mission and goals of the Foundation, and provide other service groups the ability to compete for CDBG funds. Ms. Martinez stated that the only subsidized services provided by the City to low income families is the Mobile Recreation Program. By funding this program, the Foundation could reach out to residents and help make an impact in areas, such as Los Serranos, where residents do not have the funds to participate in City programming. Following the guidelines from HUD, each household would be income qualified and those approved could receive \$150 per year, per child. Every time they attend a class, the fee will be deducted from that allowance until it is used up.

Chair Elie stated that this program would be an important item to add to the portfolio of what the Foundation can do to reach out to the community. He added that the Foundation has enough of the undesignated funds that can be used to fund the program in the amount of \$7,500 for 50 children.

On motion by Dave Ault, seconded by Bill Hughes, \$7,500 will be given to City of Chino Hills Community Services Department for a scholarship fund for Recreation Division programs.

VI. FINANCIAL REPORT

Ms. Christensen reported that the Foundation has around \$125,000 between checking and savings accounts.

VII. DISCUSSION ITEMS

The following were discussed:

a. Home Tour

The following items were discussed regarding the Home Tour:

1. Volunteers
 - Future volunteers have been identified and packets will be sent out to 36 volunteers – a list will be maintained.
 - Website online applications available
 - Donating for volunteers
 - Meet and Greet for volunteers
2. Carpooling and parking – draft detail confirmation letter to encourage participants to carpool.
 - Design traffic flow for Home Tour – alphabetical grouping
3. Program Advertising – March 17 deadline for advertising to be placed in the Home Tour Program
4. Press release in the newspaper regarding the Home Tour

Vice Chair Rogers reported that the Home Tour Reception will be catered by Papachino's and will be a wine reception. A couple of Papachino's staff will be walking around to hand out food.

b. Donor Reception

The Foundation tent will be set up on the putting green or on the grass, which would allow for Board members to talk about the Foundation.

The following items were discussed:

- Wine glasses will not be imprinted
- Volunteers can help with the event
- Rental of tables and chairs will be discussed in a future meeting
- Event will wrap up at 6 pm.
- Community Park staff members will be scheduled to assist
- Donations will be accepted at the event
- There will be a silent auction

c. Website – Vice Chair Peters had nothing more to report on the website.

d. Potential Programs – Fall Wine Walk

Ms. Martinez stated that the Fall Wine Walk needs to be held in collaboration with a non-profit organization because it includes alcohol. She reported that Claremont's wine walk events attract around 2,000 people each year. The businesses open up and do wine tasting with an appetizer. Guests would purchase a bracelet, go to the event, register and choose ten stores or restaurants to sample the wine and appetizer. There are also locations that would serve non-alcoholic beverages. The Shoppes is very excited to welcome the event but have yet to speak to the store owners. Foundation can offer financial support, soliciting sponsorships and donations, and the wine. The stores will be in charge of supplying their own appetizers. A 1-day ABC license will have to be purchased at \$25 per store. She added that it takes time to get the license, which is 30 days prior to the event. The event could be scheduled in the fall, possibly October, on a weekend evening.

Vice Chair Rogers stated that they thought of having a "Signature" event that no one else was doing such as the Spring Home Tour. He added that Trader Joe's wants to do more outreach with the Foundation.

Ms. Martinez stated that the same event in Claremont has seen a significant increase in foot traffic for the stores and restaurants. She added that staff will try to get 30 stores on board and that the sooner they can get started on this event, the better the chance of its success.

The following Board members will be on the ad hoc Committee: Peter Rogers, Cynthia Moran, Kelli Spiri, Dave Ault, Derek Williams, Bill Hughes and Steven Elie.

On motion by John Young, seconded by Bill Hughes, the Fall Wine Walk was endorsed by the Foundation. MOTION CARRIED.

VIII. COMMITTEE REPORTS

David Kramer stated that he read an article in the L.A. Times regarding a narrative that describes a community. He stated that the Foundation should find its narrative to remind the residents and others what the City is all about: its roots, traditions, and culture. He stated that there ought to be a Proclamation that will remind everyone about its diversity and wonderful history that deserves a fly-over during events, toasting the City as an ultimate expression of pride.

Vice Chair Rogers stated that Bill Hughes, Scott Kaplan, and Bruce Wood's terms will be expiring soon. Bruce Wood has chosen to not stay on the Board. Bill Hughes and Scott Kaplan had chosen to stay on the Board and the appointment process starts by going back to the Council.

Vice Chair Rogers reported that he had spoken with City Manager Mike Fleager and the possibility to add a message in the utility bill that would enable residents to donate to the Foundation would probably be available in 6 months. David Kramer donated \$20 and added another \$20 for a resident that could not participate.

IX. COMMENTS

Ms. Moran stated that the Board members should have business cards that have the Chino Hills Foundation name on it.

X. ADJOURNMENT

Meeting was adjourned at 4:43 p.m. to the next regular meeting on May 9, 2011.

Respectfully submitted by:

Carmen Fructuoso-Canter, Administrative Secretary
Community Services Department

Signed by:

John Young, Board Secretary