

MINUTES

CHINO HILLS COMMUNITY FOUNDATION

SEPTEMBER 16, 2024
REGULAR MEETING

CHINO HILLS, CALIFORNIA

Board Chair Rogers called the Chino Hills Community Foundation Meeting to order at 4:02 p.m.

PRESENT: BOARD MEMBERS: PETER ROGERS
GLEN ANDERSON
SPENCER BOGNER
GRACE CAPPS
DENISE CATTERN
DARRYLL GOODMAN
SAMANTHA JAMES-PEREZ
CYNTHIA MORAN
SYLVIA NASH
PETER PIRRITANO
KATHLEEN SMITH
RICK SHIBA

ABSENT: BOARD MEMBERS: MARY FAULHABER
DAVID KRAMER
DARRIN LEE
DELINIA LEWIS

ALSO PRESENT: JONATHAN MARSHALL, COMMUNITY SERVICES DIRECTOR
MELISSA ARMIT, COMMUNITY SERVICES MANAGER
SARAH SNYDER, MANAGEMENT ANALYST II
MARLENE SIU, FOUNDATION SECRETARY

PLEDGE OF ALLEGIANCE TO THE FLAG

Led by Board Chair Rogers.

PUBLIC COMMENTS

None.

INTRODUCTION

Board Chair Rogers introduced Management Analyst II, Sarah Snyder, to the board, and invited her to say a few words. She informed the Board she has worked for the City for 18 years, mostly in Community Services but most recently in the City Managers office for the past two years. She is pleased to be back in the department.

FOUNDATION DEPARTMENT BUSINESS

CONSENT CALENDAR

Board Chair Rogers announced the consent calendar and asked the Board if there were any items to pull.

A motion was made by Board Member Nash and seconded by Board Member Anderson, to approve the Consent Calendar items, as presented:

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The Board members approved the July 15, 2024, Chino Hills Community Foundation Meeting Minutes, as presented.

QUARTERLY INVESTMENT REPORT

The Board members received and filed the Quarterly Investment Report as of June 30, 2024, as presented.

PRELIMINARY FINANCIAL REPORT

The Board members received and filed the Preliminary Financial Report as of August 31, 2024, as presented.

Motion carried as follows:

AYES: BOARD MEMBERS: ROGERS, ANDERSON, BOGNER, CAPPS, CATTERN, GOODMAN, JAMES-PEREZ, MORAN, NASH, PIRRITANO, SMITH, SHIBA.

NOES: BOARD MEMBERS: NONE.

ABSENT: BOARD MEMBERS: FAULHABER, KRAMER, LEE, LEWIS.

ABSTAIN: BOARD MEMBERS: CATTERN (item #3).

DISCUSSION CALENDAR

DISCUSS 2024-2029 STRATEGIC PLAN

The Board held discussion regarding the updated 2024-2029 Strategic Plan. Board Member Capps informed the Board that the plan has been refreshed for the next five years. She stated that the content has remained the same, but some dates and wording have been updated.

A motion was made by Board Member Nash and seconded by Board Member Smith, to approve the 2024-2029 Strategic Plan, as presented.

Motion carried as follows:

AYES: BOARD MEMBERS: ROGERS, ANDERSON, BOGNER, CAPPS, CATTERN, GOODMAN, JAMES-PEREZ, MORAN, NASH, PIRRITANO, SMITH, SHIBA.

NOES: BOARD MEMBERS: NONE.

ABSENT: BOARD MEMBERS: FAULHABER, KRAMER, LEE, LEWIS.

ABSTAIN: BOARD MEMBERS: NONE.

REVIEW THE CHINO HILLS COMMUNITY FOUNDATION DOWNTOWN ART GALLERY AT THE SHOPPES POLICIES AND PROCEDURES MANUAL

Board Member James-Perez provided an update to the Board regarding the new manual for the Chino Hills Community Foundation Downtown Art Gallery at The Shoppes. She highlighted key points including:

- Revenue from artists' sales has increased from 10% to 20%, which is split equally between the City and The Shoppes.
- A donation box policy was added, as well as a form to document acceptance and distribution of funds received from the donation box.
- A policy for the performance area was added, where special performance events are held, as well as a document for acceptance and distribution of funds from those performances.

Board Member Nash asked if there was any survey of artists done to inquire how well the increase in the sales commission would be received. Board Member James-Perez confirmed she spoke with some of the artists, and Board Member Anderson added that the artists are thankful to showcase their work and not as concerned with the additional commission. After some discussion, both agreed in the future, the commission could be increased further. Board Member Nash inquired if the donation box could include comments as well. Board Members Anderson agreed visitors could drop comments in as desired. He mentioned the box contains two keys, to ensure dual control when documenting and processing donations. All proceeds from the box will go to the Foundation.

Board Chair Rogers suggested highlighting the difference between the donation box versus the performance entrance fee, with the Board. Board Member James-Perez explained the donation box was suggested by visitors, who wanted an opportunity to provide monetary donations as they visited the gallery. The performance studio fee will be sold as an entrance fee for viewers to watch the performance scheduled and can accrue up to \$400 in revenue; at \$10 per ticket, with a maximum of 40 seats. Half of the total revenue will go to the performer, and the other half will be split equally between the Foundation and The Shoppes.

Board Member Capps questioned if in the procedure, board members can include a receipt to document that the money was deposited to the City and received by the performer. Board Member Anderson confirmed a document is included in the policy, under Performance Studio Proceeds form "Attachment E", which serves this purpose. Board Member Capps also suggested keeping the donation box away from the entrance.

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Board Vice Chair Moran asked if staff had an opportunity to review the procedure. Board Member James-Perez confirmed that Community Services Manager Armit reviewed the procedure prior to this discussion amongst the board members. Board Vice Chair Moran asked the difference between a "business day" and "calendar day" in the procedure. Board Member James-Perez clarified "business days" do not include weekends.

Board Member Cattern asked about the alcohol permit requirements. Board Member James-Perez clarified if alcohol is to be served at an art gallery event, a permit is required and only 15 events per year will be allowed. She confirmed with Community Services Manager Armit that if there is a public event where there is an entrance fee, an Alcoholic Beverage Control (ABC) license is required, and that can be requested through Community Services Manager Armit, a minimum of 45 calendar days before the event. Board Member Cattern inquired regarding the rules and management of alcohol distribution at events. Community Services Manager Armit informed the Board that the criteria are the same for Wine Walk; volunteers must check IDs, everyone must be over the age of 21 that is served, and no one is overserved. These and all state guidelines must be adhered to with the license. She clarified for the Board a private event, not accepting donations of any kind, does not require an ABC permit. Board Member Cattern commented that the performance studio was hot during the art gallery reception, and asked if fans can be brought in in the future. Board Member Anderson stated he has had conversations with Board Member Goodman to resolve the issue.

A motion was made by Board Member Goodman, and seconded by Board Member Shiba, to approve the Chino Hills Community Foundation Downtown Art Gallery at The Shoppes Policies and Procedures Manual as presented.

Motion carried as follows:

AYES: BOARD MEMBERS: ROGERS, ANDERSON, BOGNER, CAPPS, CATTERN, GOODMAN, JAMES-PEREZ, MORAN, NASH, PIRRITANO, SMITH, SHIBA.

NOES: BOARD MEMBERS: NONE.

ABSENT: BOARD MEMBERS: FAULHABER, KRAMER, LEE, LEWIS.

ABSTAIN: BOARD MEMBERS: NONE.

DISCUSS MOVING THE REGULAR MEETING DATE OF JANUARY 20 AND REVIEW CALENDAR

Board Chair Rogers informed the Board that the upcoming 2025 Martin Luther King Jr. Holiday falls on the third Monday of the month, which coincides with the January 2025 meeting date, and the Board must vote to change the date of the January meeting so that City staff will be working. He asked that the Board agree to move the January 2025 meeting to the second Monday of the month, January 13th.

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A motion was made by Board Member Cattern, and seconded by Board Member Goodman, to move the meeting date to January 13, 2025.

Motion carried as follows:

AYES: BOARD MEMBERS: ROGERS, ANDERSON, BOGNER, CAPPS, CATTERN, GOODMAN, JAMES-PEREZ, MORAN, NASH, PIRRITANO, SMITH, SHIBA.

NOES: BOARD MEMBERS: NONE.

ABSENT: BOARD MEMBERS: FAULHABER, KRAMER, LEE, LEWIS.

ABSTAIN: BOARD MEMBERS: NONE.

Community Services Manager Armit reminded Board Chair Rogers to review the 2025 calendar, specifically the tentative concert series dates. She advised board members to review the 2026 calendar as well, before the reservations are opened to the public. Board Member Goodman brought up the March Kids Art Show event missing from the calendar, and Board Member Anderson informed the Board the chARTs Committee agreed to host the event on March 22nd.

COMMITTEE REPORTS

Board Chair Rogers

- WINE WALK COMMITTEE – Board Chair Rogers stated the ticket limit for Wine Walk this year is 1,400 in ticket sales, and 200 of those are VIP tickets for sale to the public, and 100 additional VIP tickets are held for event sponsors of \$1,000 or more. He noted the VIP ticket price increased this year, and still sold out in a day and a half. Community Services Manager Armit confirmed there are 479 general admission tickets left for sale. Board Chair Rogers informed the Board sponsorships are going well, with plenty of businesses contributing to the overall success of the event. He predicted this year's event will be the most profitable to date. There will be a few changes to this year's events including a newly added hydration station.

Board Member Shiba stated he is waiting for a response from a couple breweries who may participate in the event. Board Member Smith stated that she received confirmation of participation from the new Mexican restaurant, Los Patrones. He added after this week, locations will be mapped with wine assignments, so there will be no additional business participants. Board Member Goodman asked how much profit was made at last year's event, and Board Chair Rogers responded \$123,500. Board Member Goodman inquired about raising the available tickets to 1,500, and Board Chair Rogers responded it is not possible at this time. Board Member Goodman questioned if it could be possible if the space was increased,

and Board Chair Rogers responded the Board could review the potential for next year.

Board Member Cattern

- PUBLIC AFFAIRS COMMITTEE – Board Member Cattern informed the Board of all the publicity the Foundation's events have received in the Chino Valley Champion Newspaper. She commented that the newspaper is always eager to support the Foundation's efforts.

Board Member Glen Anderson

- chARTS COMMITTEE –
 - Concert Series – Board Member Anderson informed the Board the Andy Vargas concert was successful and he has committed to return for another concert next September. Board Member Anderson added Andy Vargas' backup group is also interested in playing their own concert. Board Chair Rogers informed the Board that the Andy Vargas show sold out, at around 130-140 tickets and the bar sales totaled at around \$1,600. Board Chair Rogers and Board Member Anderson agreed the concert series are profitable events. Board Member Anderson asked if in the future, the financial statistics will be provided by Management Analyst Snyder. Community Services Manager Armit confirmed Management Analyst Snyder will be able to assist as duties are slowly transitioned over to her.
 - Art Gallery – Board Member Anderson stated the sales at the gallery have been increasing, and there is major support from the community, including Marianne Napoles from The Chino Valley Champion Newspaper. The Kids Art program is the current feature, which will run through November. The most recent addition to the gallery is the performance stage area. The private room in the back features a stage and sitting area, holding 40 seats, maybe 50, depending on the event. Bookings will start slowly, with artist talks, featured two Saturdays a month. He is hoping artist workshops and other projects will create additional exposure for the gallery and the artists' work. He added once the performance dates are set the marketing will begin.
- Strategic Committee – Board Member Anderson introduced Grace Capps as the new chair. Board Member Capps added that after Wine Walk, she would like to call a meeting with the Executive Committee, and chairs of each committee, to discuss future goals of the Board.

Board Secretary Faulhaber

- VOLUNTEER COMMITTEE – Board Chair Rogers provided an update on behalf of Board Secretary Faulhaber. He stated around 82 volunteers have committed to

volunteering for Wine Walk, and a volunteer meeting will be held on October 7th, at the Community Center, at 6 p.m.

BOARD COMMENTS

Bogner: Board Member Bogner commended Board Member James-Perez for her work on the Art Gallery policy and procedure. He asked if there is a digital record of what is displayed at the Chino Hills Community Foundation Downtown Art Gallery at The Shoppes. Board Member Anderson confirmed a website was created for the gallery by a volunteer, and it features a photo archive of artwork displayed at the gallery.

Anderson: Board Member Anderson thanked Board Member Goodman for his support for the art events, and thanked Board Member James-Perez for all her work on the Chino Hills Community Foundation Downtown Art Gallery at The Shoppes policy.

Moran: Board Vice Chair Moran pointed out that the Foundation's logo is not very visible on a white banner, so to keep that in mind for future marketing.

Nash: Board Member Nash thanked Board Member Anderson and Board Member James-Perez, and volunteers, that helped with the Chino Hills Community Foundation Downtown Art Gallery at The Shoppes Annual Reception event.

Cattern: Board Member Cattern praised Board Member Anderson and Board Member James-Perez for their work on the Chino Hills Community Foundation Downtown Art Gallery at The Shoppes Art Gallery Annual Reception event. She stated the event was extremely enjoyable and the Board could consider holding more than one per year. She invited everyone to attend the Historical Society's upcoming meeting on Monday Oct 14th, at the Community Center at 7 p.m., and the topic is La Vida Hot Springs.

Shiba: Board Member Shiba agreed the Chino Hills Community Foundation Downtown Art Gallery at The Shoppes Art Gallery Annual Reception was a pleasant event, and he appreciated the activities provided. He mentioned he has recruited two wine makers to pour at this year's Wine Walk event, one from Michael David and another from Cordon.

ADJOURNMENT

Board Chair Rogers adjourned the meeting at 5:07 p.m.

Respectfully submitted by:



Marlene Siu, Senior Administrative Assistant
Community Services Department, City of Chino Hills

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Signed by:

Mary Faulhaber, Board Secretary
Chino Hills Community Foundation