



Foundation Board Meeting

Full Board Session: 3:00 p.m.

Wednesday – May 28, 2014

Meeting Location(See map)

Cravens Student Services Multi-Purpose Room

BOARD PACKETS ARE REQUIRED AT EVERY MEETING.
Please bring yours.

Our Mission:

The mission of the Foundation is to enhance the quality of education by advancing the College of the Desert through building relationships, securing philanthropic support and stewarding assets.

Our Vision:

To positively impact the lives of students who are striving to achieve a purposeful education and to enhance the communities of the Coachella Valley and the region.

Core Values:

- ✓ Accountability
- ✓ Integrity
- ✓ Service Excellence
- ✓ Trust



● Self-Serve 1-Day Parking



Board of Directors Meeting
Wednesday, March 26, 2014
Cravens Multi-Purpose Room
3:00 – 5:00p.m.
AGENDA

(Board action required)**

- 1) Call to Order
- 2) Public Invitation to speak as per the Brown Act
- 3) ****Approval of April 30, 2014 Executive Meeting Minutes..... Page: 1**
****Approval of April 30, 2014 Board Meeting Minutes..... Page: 2**
- 4) Financials - Review
****Approval of Financials – April, 2014 Page: 5**
Review of Year-End Revenue projections..... Page: 13
- 5) Proposed Operating 2014-2015 Budget – Review
Report from Finance Committee – Suz Hunt
****Approval of committee minutes..... Page: 14**
Report from Marketing Committee – Kate Spates
****Approval of committee minutes..... Page: 16**
Review of Proposed Revenue & Expenditures
****Approval of 2014-2015 Operating Budget..... Page: 19**
- 6) Report of Resource and Development Committee – Jane Saltonstall
****Approval of committee minutes..... Page: 21**
- 7) Small Group Discussion -
 - a) What did the FDN do well this last year?
 - b) What could we do better as a Foundation?
 - c) What would you like to accomplish next year?
 - d) Each group report to the entire Board

8) Foundation Information Items:

- a) College of the Desert President – Joel Kinnamon
- b) Foundation Executive Director – Jim Hummer
- c) Academic Senate President – Doug Redman
- d) COD Trustee – Michael O'Neill
- e) Academic Angels – Jan Harnik
- f) Response to Community Involvement Requests

9) New Business

10) Adjournment

Next meeting is June 25, 2014



**Executive Committee Meeting
Wednesday, April 30, 2014 – 2:30p.m.
Desert Willows Resort**

MINUTES

Members Present

Carol Ammon, Bob Archer, Joan Busick, Jean Carrus, Norma Castaneda, Peggy Cravens, Donna Jean Darby, Diane Gershowitz, Brian Holcombe, Lisa Howell, Suz Hunt, Dr. Joel Kinnamon, Donna MacMillan, Dr. Chuck Monell, Mark Nickerson, Michael O'Neill, Douglas Redman, Jane Saltonstall, Sally Simonds, Kate Spates, Larry Spicer, Marcia Stein.

Members Absent:

Jan Harnik

Staff/Guests

George Holliday, Kippy Laflame

Call to Order

Donna Jean Darby called the meeting to order at 2:30p.m.

Brown Act Invitation for Public Comment

None

Financial Review – George Holliday

The March financials as well as the Proposed Operating Budget and consolidation of unrestricted funds were discussed.

Adjourned 3:08 pm

Minutes taken by Kippy Laflame Executive Assistant



**Board of Director Meeting
Wednesday, April 30, 2014 – 3:00p.m.
Desert Willows Resort**

MINUTES

Members Present

Carol Ammon, Bob Archer, Joan Busick, Jean Carrus, Norma Castaneda, Peggy Cravens, Donna Jean Darby, Diane Gershowitz, Brian Holcombe, Lisa Howell, Suz Hunt, Dr. Joel Kinnamon, Donna MacMillan, Dr. Chuck Monell, Mark Nickerson, Michael O'Neill, Douglas Redman, Jane Saltonstall, Sally Simonds, Kate Spates, Larry Spicer, Marcia Stein.

Members Absent:

Jan Harnik, Dominique Shwe, Arlene Schnitzer, John Benoit, Jim Carona

Staff/Guests

George Holliday, Anna Davies, Pam Hunter, Casey Strachan, Kay Hazen, Michael McCabe, Aurora Wilson, Jean Carrus, Bill Kroonen, Russ Russell, Kippy Laflame

Call to Order

Donna Jean Darby called the meeting to order at 3:09p.m.

Brown Act Invitation for Public Comment

No cards were submitted from the public

Presentations

The following retired board members were honored and presented with awards: Bill Kroonen, Jean Carrus and Russ Russell.

Approval of Minutes as distributed

It was M/S/C Lisa Howell/Mark Nickerson to approve the March 26, 2014 Board Meeting Minutes.

Treasurer Report – Financials Review – George Holliday

It was M/S/C Suz Hunt/Diane Gershowitz to approve the March 2014 financials as distributed.

Operating Budget approval will be held over to next meeting

Investment/Finance Meeting – Review – Holliday and Hunt

It was M/S/C Carol Ammon/Bob Archer to approve the April 8, 2014 minutes as distributed

Consolidation of Unrestricted Funds & Reserve Account – George Holliday

It was M/S/C Kate Spates/Joan Busick to accept the proposed consolidation of unrestricted funds as presented. General Fund: \$1,682,044 Board Designated Reserve: \$500,000.

Internal Policy and Procedures Manual – Donna Jean Darby

It was M/S/C Carol Ammon/Suz Hunt to approve the table of contents as presented

Annual Board Elections – Mark Nickerson

Arlene Schnitzer and Marge Dodge were presented as candidates for admittance to the Foundation Board

It was M/S/C Mark Nickerson/Marcia Stein to accept both candidates

Slate of new Directors:

Carol Ammon	Penny Mason
Bob Archer	JoAnn McGrath
John J. Benoit	Donna MacMillan
Joan Busick	Dr. Charles Monell, MD
James Carona	Mark Nickerson
Norma Castaneda	Michael O'Neill
Peggy Cravens	Douglas Redman
Donna Jean Darby	Jane Saltonstall
Marge Dodge	Arlene Schnitzer
Diane Gershowitz	Dominique Shwe
Brian Holcombe	Sally Simonds
Lisa Howell	Kate Spates
Susan Kay Hunt	Larry Spicer
Dr. Joel Kinnamon	Marcia Stein
Jan Harnik	

It was M/S/C Mark Nickerson/Kate Spates to approve the election of the presented slate of Directors for the 2014-2015 Foundation Board of Directors

Slate of Officers:

Donna Jean Darby, President
Mark Nickerson, Vice President
Suz Hunt, Treasurer
Diane Marcus Gershowitz, Secretary

It was M/S/C Mark Nickerson/Larry Spicer to approve the election of the presented slate of Officers for the 2014-2015 Foundation Board of Directors

Assignments on Foundation Committees

Donna Jean asked the members to review the assignments as presented and to note that Chairs may add members to their committees.

Marketing presentation – Kay Hazen

Power Point presentation of the 30/30 campaign

Foundation reports

- Jan Hawkins reported on the 30/30 campaign and both Academic Angels events. A 37% increase in AA memberships
- Peter Sturgeon reported on the success of the campus tours and Ag event. Over 201 people toured the campus this season giving \$33,000 in hard dollars and over \$559,000 in scholarships and planned gifts.
- Trustee O'Neill congratulated the members for the outstanding results of the 30/30 campaign.
- President Kinnamon spoke about the College's 2 year goals for advancement of student success
- Anna Davies introduced herself to the board as the new Executive Vice president of the College

Adjourned 4:35 pm

Minutes taken by Kippy Laflame Executive Assistant

COLLEGE OF THE DESERT FOUNDATION

FINANCIAL SUMMARY

April 30, 2014

Key Financial Information

	<u>April 2014</u>	<u>April 2013</u>
Total Net Assets:	\$ 27,726,257	\$ 24,132,098
Total Revenue Received July 1, 2013-April 30, 2014:		<u>\$ 5,383,772</u>
Permanently Restricted:		\$ 242,003
Temporarily Restricted:		\$ 2,523,038
Unrestricted:		\$ 2,618,731
Total Revenue received in April 2014:	\$ 259,097	
Total Funds transferred to College for Use:		
July 1, 2013 – April 30, 2014:		<u>\$ 756,678</u>
Scholarships:		\$ 420,929
Programs:		\$ 335,749
Total Funds in endowments: April 2014:	<u>\$ 18,410,758</u>	
Total Funds in Unrestricted Funds:		\$ 2,465,676
Carry over from July 2013---balance as of April 2014:		\$ 1,819,886
Ackerman Fund (Unrestricted) Balance: April 2014:		\$ 81,834

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF FINANCIAL POSITION
APRIL 30, 2014
WITH COMPARATIVE TOTALS FOR APRIL 30, 2013

	Unrestricted	Temporarily	Permanently	Totals	
	Fund	Restricted	Restricted	(Memorandum Only)	
		Fund	Fund	2014	2013
ASSETS					
Cash and cash equivalents	\$ 1,131,665	\$ -	\$ -	\$ 1,131,665	\$ 1,275,241
Investments	601,020	6,210,363	17,349,937	24,161,320	21,030,449
Pledges receivable	760,000	55,000	718,791	1,533,791	1,440,590
Accrued interest receivable	12,464	30,312	5,164	47,940	60,003
Property and equipment, net	5,045	6,000	-	11,045	5,091
FCCC - Scholarship Endowment	-	14,666	336,549	351,215	351,010
Split interest agreements	-	531,649	-	531,649	506,383
TOTAL ASSETS	\$ 2,510,194	\$ 6,847,990	\$ 18,410,441	\$ 27,768,625	\$ 24,668,767
LIABILITIES					
Accounts payable	\$ 44,518	\$ -	\$ -	\$ 44,518	\$ 536,669
Accrued expenses	-	(1,833)	(317)	(2,150)	-
TOTAL LIABILITIES	44,518	(1,833)	(317)	42,368	536,669
NET ASSETS	2,465,676	6,849,823	18,410,758	27,726,257	24,132,098
Unrestricted:					
Undesignated	2,465,676	-	-	2,465,676	676,672
Board designated	-	-	-	-	600,000
Temporarily restricted	-	6,849,823	-	6,849,823	6,156,108
Permanently restricted	-	-	18,410,758	18,410,758	16,699,318
NET ASSETS	2,465,676	6,849,823	18,410,758	27,726,257	24,132,098
TOTAL LIABILITIES AND NET ASSETS	\$ 2,510,194	\$ 6,847,990	\$ 18,410,441	\$ 27,768,625	\$ 24,668,767

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR CURRENT MONTH ENDED APRIL 30, 2014
WITH COMPARATIVE TOTALS FOR APRIL 30, 2013

CURRENT MONTH

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2014	2013
REVENUE AND SUPPORT					
Interest	\$ 1	\$ -	\$ -	\$ 1	\$ -
Donations	104,536	112,240	-	216,776	1,309
Academic Angels Donations	1,525	-	-	1,525	100
Capital Campaign	-	-	50	50	550
Grants	5,000	-	-	5,000	-
President's Circle	11,825	-	-	11,825	5,000
Other Income	-	-	-	-	215
Scholarship Donations	-	25,420	750	26,170	10,689
Special Events (net)	(2,250)	-	-	(2,250)	(820)
TOTAL REVENUE AND SUPPORT	120,637	137,660	800	259,097	17,043
EXPENDITURES					
Contributions to college	631	25,206	-	25,837	17,688
Operating expenses	181,495	-	-	181,495	146,899
Refunds	-	-	-	-	2,186
Scholarships	-	28,384	-	28,384	10,050
TOTAL EXPENDITURES	182,126	53,590	-	235,716	176,823
EXCESS OF REVENUE AND SUPPORT OVER EXPENDITURES BEFORE OTHER INCOME AND EXPENSES					
	(61,489)	84,070	800	23,381	(159,780)
INCREASE (DECREASE) IN NET ASSETS	\$ (61,489)	\$ 84,070	\$ 800	\$ 23,381	\$(159,780)

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR TEN MONTHS ENDED APRIL 30, 2014
WITH COMPARATIVE TOTALS FOR APRIL 30, 2013

YEAR TO DATE

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2014	2013
REVENUE AND SUPPORT					
Interest	\$ 101,975	\$ 432,324	\$ 10,638	\$ 544,937	\$ 470,685
Donations	1,200,473	162,581	200	1,363,254	71,018
Annual Fund	16,910	-	-	16,910	9,775
Academic Angels Donations	21,025	4,805	-	25,830	14,015
COD Alumni donations	-	-	-	-	55,600
Grants	11,000	77,951	67,311	156,262	117,014
Estate Gifts	213,417	-	139	213,556	446
Capital Campaign	-	-	46,677	46,677	35,800
Management Services	250,751	-	-	250,751	247,418
Membership	7,500	-	-	7,500	1,000
Other Income	4,888	390	-	5,278	9,522
President's Circle	89,901	-	-	89,901	70,528
Scholarship Donations	1,620	417,326	73,844	492,790	581,059
Special Events (net)	289,815	2,000	-	291,815	290,205
TOTAL REVENUE AND SUPPORT	2,209,275	1,097,377	198,809	3,505,461	1,974,085
EXPENDITURES					
Contributions to College	179,327	156,422	-	335,749	222,913
Interfund transfers	382	13,687	(14,069)	-	-
Operating expenses	1,009,795	285,375	8,519	1,303,689	1,189,905
Refunds	-	60	-	60	74,267
Scholarships	-	420,929	-	420,929	438,439
TOTAL EXPENDITURES	1,189,504	876,473	(5,550)	2,060,427	1,925,524
EXCESS OF REVENUE AND SUPPORT OVER EXPENDITURES BEFORE OTHER INCOME AND EXPENSES					
	1,019,771	220,904	204,359	1,445,034	48,561
OTHER INCOME AND EXPENSES					
Investment gain/(loss), net of investment expenses	409,456	1,425,661	43,194	1,878,311	1,083,576
INCREASE (DECREASE) IN NET ASSETS	\$ 1,429,227	\$ 1,646,565	\$ 247,553	\$ 3,323,345	\$ 1,132,137

COLLEGE OF THE DESERT FOUNDATION
SUMMARY REPORT
FOR CURRENT MONTH ENDED 04/30/2014
WITH COMPARATIVE TOTALS FOR YTD 04/30/2013

	One Month Actual	YTD Actual	Total Annual Budget	Variance %	Budget Remaining	3/31/2013
Revenue						
President's Circle	11,825	97,401	160,000	60.9%	62,599	64,551
Annual Fund/Direct Mail	-	16,910	30,000	56.4%	13,090	9,775
Academic Angel/Membership	1,525	21,025	20,000	105.1%	(1,025)	11,915
Academic Angel Special Events	(2,250)	107,258	60,000	178.8%	(47,258)	63,735
Grants - Direct Revenue	5,000	11,000	150,000	7.3%	139,000	-
Title V Grant	-	-	24,000	0.0%	24,000	-
Marketing Reimbursement	-	-	30,000	0.0%	30,000	-
Individual Gifts	104,536	1,415,510	210,000	674.1%	(1,205,510)	37,398
McCallum Events (net)						
Stepping Out for COD	-	200,645	240,000	83.6%	39,355	163,160
Other	-	(18,088)	-	0.0%	18,088	52,543
Interest	1	101,975	125,000	81.6%	23,025	111,661
Other Income	-	4,888	-	0.0%	(4,888)	-
Management Services	-	250,751	300,000	83.6%	49,249	250,085
Total Revenue	120,637	2,209,275	1,349,000	163.8%	(860,275)	764,823
Expenditures						
President's Circle	-	3,334	5,000	66.7%	1,666	9,181
Academic Angel/Membership	5,971	6,649	-	0.0%	(6,649)	6,158
Auditor	-	16,750	20,000	83.8%	3,250	19,750
Bank Charges	498	7,382	5,000	147.6%	(2,382)	5,491
Board/Staff Training	494	16,717	12,000	139.3%	(4,717)	1,975
Community Outreach	80,308	145,722	154,700	94.2%	8,978	148,393
Repairs & Maintenance	64	1,460	2,000	73.0%	540	583
Campus Tours	450	2,150	5,000	43.0%	2,850	-
Donor/Scholarship Reception	-	5,000	5,000	100.0%	-	4,701
Donor Development	15,213	41,669	30,000	138.9%	(11,669)	58,526
Equipment Lease	336	3,025	8,000	37.8%	4,975	4,356
Insurance D & O	-	6,209	6,300	98.6%	91	5,219
Major Gifts	-	-	3,000	0.0%	3,000	-
Membership Dues	-	1,125	2,000	56.3%	875	875
Office Supplies & Equipment	741	13,764	16,000	86.0%	2,236	6,695
Other	-	481	6,000	8.0%	5,519	1,983
Postage	1,282	5,044	5,000	100.9%	(44)	98
President's Fund	-	3,334	20,000	16.7%	16,666	4,687
Printing/Design/Graphics	3,045	18,703	17,000	110.0%	(1,703)	13,839
Service Contracts	35	4,963	6,500	76.4%	1,537	3,555
Staff Mileage Reimburse	-	-	3,000	0.0%	3,000	-
Subscriptions & Publications	-	1,664	2,000	83.2%	336	55
Telephone	88	987	1,500	65.8%	513	893
Wages & Benefits	50,940	423,391	665,000	63.7%	241,609	453,294
Independent Contractors						
Roemer & Harnik	-	19,301	25,000	77.2%	5,699	40,735
MMGC CPA	6,000	54,200	80,000	67.8%	25,800	19,800
Peter Sturgeon	-	21,000	-	0.0%	(21,000)	56,509
Bookkeeping	3,790	46,220	48,000	96.3%	1,780	35,670
Kay Hazen & Co.	12,000	110,005	144,000	76.4%	33,995	48,560
Casey Strachan	-	27,499	48,000	57.3%	20,501	-
Other	-	-	-	0.0%	-	-
Website	240	2,047	4,000	51.2%	1,953	1,495
Total Expenditures before Contributions	181,495	1,009,795	1,349,000	74.9%	272,430	953,076
Contributions to College	631	179,327				
Realized/Unrealized Gains	-	(409,456)				
Interfund transfer	-	382				
Total Expenditures	182,126	780,048				
Excess or (Deficit)	(61,489)	1,429,227				
General Fund Carryover		390,659				
Total excess at 04/30/2014		1,819,886				
Ackerman Fund		81,834				

College of the Desert Foundation
Schedule Events
As of 04/30/2014

	Revenues	Expenditures	Total
Balances:			
Fall Luncheon			
Special Event Income	13,900.00	0.00	13,900.00
Postage	0.00	(1,028.61)	(1,028.61)
Printing/Design/Graphics	0.00	(1,265.91)	(1,265.91)
Special Event Expenses	0.00	(7,592.54)	(7,592.54)
Total Fall Luncheon	13,900.00	(9,887.06)	4,012.94
Spring Luncheon			
Special Event Income	14,300.00	0.00	14,300.00
Postage	0.00	(160.26)	(160.26)
Printing/Design/Graphics	0.00	(672.61)	(672.61)
Special Event Expenses	0.00	(2,681.02)	(2,681.02)
Total Spring Luncheon	14,300.00	(3,513.89)	10,786.11
Coeta Barker Tea			
Special Event Income	5,375.00	0.00	5,375.00
Printing/Design/Graphics	0.00	(164.82)	(164.82)
Marketing	0.00	(188.96)	(188.96)
Total Chili Cook off	5,375.00	(353.78)	5,021.22
Chili Cook off			
Special Event Income	119,210.13	0.00	119,210.13
Special Event Expenses	0.00	(27,386.45)	(27,386.45)
Academic Angel Expense	0.00	(369.62)	(369.62)
Postage	0.00	(351.34)	(351.34)
Printing/Design/Graphics	0.00	(621.00)	(621.00)
Office Supplies & Equipment	0.00	(42.32)	(42.32)
Board & Staff Training	0.00	(101.05)	(101.05)
Recognition	0.00	(900.00)	(900.00)
Total Chili Cook off	119,210.13	(29,771.78)	89,438.35
Stepping Out for COD			
Special Event Income	362,960.40	0.00	362,960.40
Special Event Expenses	0.00	(118,500.18)	(118,500.18)
Postage	0.00	(3,326.34)	(3,326.34)
Printing/Design/Graphics	0.00	(1,157.05)	(1,157.05)
Marketing	0.00	(39,332.26)	(39,332.26)
Total Stepping Out for COD	362,960.40	(162,315.83)	200,644.57
Misc. Events	0.00	(18,088.00)	(18,088.00)
Total Balances:	<u>515,745.53</u>	<u>(223,930.34)</u>	<u>291,815.19</u>

Revenue and Expenditure Comparison

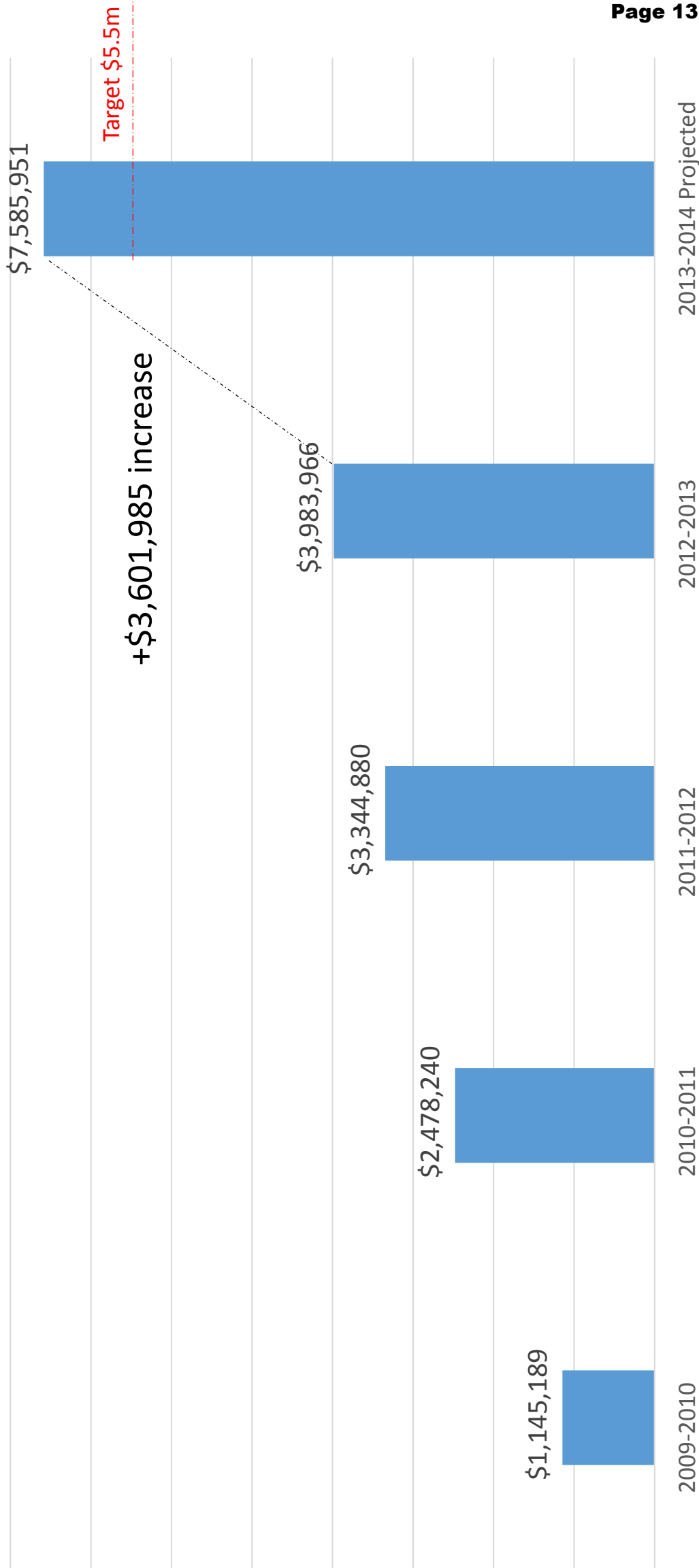
	Total Revenues to Foundation	Operating Expense Actual	Wages & Salaries
Fiscal Year 2009-2010	1,145,189	984,251	627,590
Fiscal Year 2010-2011	2,479,240	811,422	600,238
Fiscal Year 2011-2012	3,344,880	805,598	544,915
Fiscal Year 2012-2013	3,983,966	1,052,951	411,159
Fiscal Year 2013-2014	5,383,772	1,009,795	423,391

	Contributions to College	Scholarships	Programs
Fiscal Year 2009-2010	1,689,721	656,010	1,033,711
Fiscal Year 2010-2011	1,345,889	547,082	798,807
Fiscal Year 2011-2012	1,934,770	581,156	1,353,614
Fiscal Year 2012-2013	1,334,432	524,775	809,657
Fiscal Year 2013-2014 through 04/30/2014	756,678	420,929	335,749

	4/30/2014	4/30/2013	Change from Prior Fiscal Year
Total Net Assets	27,726,257	24,132,098	3,594,159
Total Endowments	18,410,758	16,699,318	1,711,440

	Fiscal YTD thru 04/30/2014	Same Period Last Fiscal year	Change from Prior Fiscal Year
Operating Revenue:	2,209,275	764,823	1,444,452
Operating Expenses	1,009,795	953,076	56,719
Scholarships to College	420,929	438,439	(17,510)
Programs to College	335,749	222,913	112,836
Total Funds to College	756,678	661,352	95,326

COD Foundation 5 Year Revenue Comparison



**Finance Committee Meeting
Wednesday May 14, 2014 – 11:00 a.m.
Foundation Board Room**

MINUTES

Members Present

Carol Ammon (conference call), Bob Archer, Donna Jean Darby, Brian Holcombe, Suz Hunt

Members Absent:

Joan Busick, Lisa Howell, Penny Mason, Sally Simonds

Staff/Guests

Jan Hawkins, Peter Sturgeon, George Holliday, Jim Hummer, Kippy Laflame

Call to Order

Suz Hunt called the meeting to order at 11:05 a.m.

Brown Act Invitation for Public Comment

No cards to speak were submitted from the public.

Monthly meeting schedules for committee

It is not practical for the Finance meeting to meet before the board meetings as suggested. It was decided that the Finance meetings would be scheduled for the 3rd Thursday of the month from 4:00-5:00 pm with the quarterly meetings including the Investors to be from 2:00-5:00 p.m.

Proposed 2014-2015 Operating Budget

The budget was handed out and discussed. A few errors were found and Jim Hummer will be sending the corrected one via email tomorrow.

It was M/S/C Bob Archer/Brian Holcombe to present the budget for adoption at next board meeting as distributed.

Financials

The April 2014 financials were reviewed and discussed. It was suggested that too much minutia was discussed in the Board meetings. Although the Board of Directors needs all the information it is hoped that the Finance committee can review the financials at their monthly meetings and give a proper overview of any discrepancies that they feel should be outlined to the full board. Perhaps a minimum variance level could be used such as \$5,000.

IPS

Jim Hummer and Suz will meet this summer to go over possible Capital Campaign addendum revisions to the IPS.

Benchmarks and Fees

Suz wants to meet with the investors individually to discuss benchmarks and fees. Kippy will set up meetings. The possibility of having a Custodian to oversee the FDN investments was discussed as a potential avenue to save on fees. Brian Holcombe will do research this summer on a retro analysis of the last 5 years. Committee also discussed Exchange Traded Funds (ETFs) Bob Archer will speak with Jim Hamm and David Wilson (McCallum) and set up a meeting with Suz to get more information about these funds.

Capital Needs Analysis

Jim reported that he has not received spending priorities from the College yet.

Adjourned 12:05 pm

Minutes taken by Kippy Laflame Executive Assistant

**Marketing Committee Meeting
Wednesday May 21, 2014 – 3:00 p.m.
Foundation Board Room**

MINUTES

Members Present

Donna Jean Darby, Marge Dodge, Diane Gershowitz, Dominique Shwe, Kate Spates

Members Absent:

Hal Gershowitz, Jim Carona

Staff/Guests

Jan Hawkins, Peter Sturgeon, Jim Hummer, Kippy Laflame

Call to Order

Kate Spates called the meeting to order at 3:05 p.m.

Brown Act Invitation for Public Comment

No cards to speak were submitted from the public.

A video by Ken Kagan entitled “Magic 3’s” was shown to committee members.

The Marketing Draft Budget submitted by Kay Hazen was reviewed by the committee members.

The committee asked for a further breakdown of the budget as well as what % of the contract is anticipated to be spent for College marketing.

Adjourned 4:05 p. m.

Minutes taken by Kippy Laflame Executive Assistant

College of the Desert Foundation
Proposed Revenues 2014-2015 Operating Budget

YTD Actual 4/30/14	Total Annual Budget 2013-2014	Proposed Budget 2014-2015	Comments
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Revenue

President's Circle	97,401	160,000	140,000	Total Revenue for annual memberships-- levels inc. \$1k, 2.4k & 5K Levels
Academic Angel/Membership	21,025	20,000	25,000	Total Revenue for Academic Angel memberships
Individual Gifts/Planned Gifts	1,415,510	210,000	200,000	Based on historic information
Annual Fund/Direct Mail	16,910	30,000	100,000	Year long campaign assumed
Grants - Direct Revenue	11,000	150,000	125,000	Corporate and Family Foundations
Academic Angel Events (net)	102,108	60,000	100,000	TBD- Events net profits
Title V Grant	-	24,000	-	Budget assumes NO reimbursements
Marketing Reimbursment	-	30,000	100,000	Reimbursement from College PRO
McCallum Events (net)				Events will have separate P/L and net recorded in Revenue for Foundation
Stepping Out for COD	200,645	240,000	225,000	Net proceeds to Foundation
Other Events	(18,088)	-	10,000	Net profits from other minor events
Interest	101,975	125,000	125,000	Interest on investments
Other Income	4,888	-	-	Assumes no other income sources
Management Services	250,751	300,000	300,000	2% Managemtn fees on Endowments
Total Revenue	2,204,125	1,349,000	1,450,000	

College of the Desert Foundation
Proposed Expenditures Operating 2014-2015 Budget

	YTD Actual 4/30/14	Total Annual Budget 2013-2014	Proposed Budget 2014-2015	Comments
Expenditures				
President's Circle	3,334	5,000	10,000	Tours/events for Pres. Circle
Academic Angel/Membership	6,649	-	10,000	Academic Angels expenses
Auditor	16,750	20,000	20,000	Contract for independent audit
Bank Charges	7,382	5,000	5,000	
Board/Staff Training	16,717	12,000	5,000	Staff and Board training
State of the College Event	New	New	50,000	State of the College Event
Marketing & Messaging			262,500	Refer to Marketing sheet
Repairs & Maintenance	1,460	2,000	2,500	
Donor/Scholarship Reception	5,000	5,000	5,000	Donor/Scholarship Reception expenses
Donor Development	41,669	30,000	50,000	Reimbursement of expenses for donor development
Equipment Lease	3,025	8,000	6,000	
Insurance D & O	6,209	6,300	6,500	Increase in premium
Membership Dues	1,125	2,000	2,000	
Office Supplies & Equipment	13,764	16,000	11,000	
Other	481	6,000	5,000	supplementaln to Office supplies
Postage	5,044	5,000	12,000	Mailing for notices/events/meetings
President's Fund	3,334	20,000	15,000	
Printing/Design/Graphics	18,703	17,000	20,000	Internal Collateral materials-brochures
Service Contracts	4,963	6,500	6,000	
Staff Mileage Reimburse	-	3,000	3,000	
Subscriptions & Publications	1,664	2,000	2,000	
Telephone	987	1,500	1,500	
Wages & Benefits	423,391	665,000	660,000	Staff wages and benefits
Community Outreach	145,722	154,700		Last year marketing--Refer to Marketing sheet
Annual Report	-	-		Refer to Marketing sheet
Annual Fund	-	-		Refer to Marketing sheet
Campus Tours	2,150	5,000	5,000	expenses for lunches
Major Gifts	-	3,000		Refer to marketing sheet
Planned Giving	-	-		Refer to Marketing sheet
Recognition	-	-		Refer to Marketing sheet
Independent Contractors				
Roemer & Harnik	19,301	25,000	24,000	As needed for legal issues
MMGC CPA	54,200	80,000	80,000	Contract for 12 months
Peter Sturgeon	21,000	-		
Bookkeeping	46,220	48,000	48,000	Contract for 12 months
Kay Hazen & Co. (college)	110,005	144,000	75,000	Messagiing for College
Casey Strachan	27,499	48,000	48,000	Retainer for 12 months
Other	-			
Website	2,047	4,000		
Total Expenditures	1,009,795	1,349,000	1,450,000	

**Research and Development Committee Meeting
Thursday May 15, 2014 – 10:00 a.m.
Foundation Board Room**

MINUTES

Members Present

Bob Archer, Donna Jean Darby, Marge Dodge, Dr. Jane Saltonstall

Members Absent:

Carol Ammon, Diane Gershowitz, Donna MacMillan, Mark Nickerson

Staff/Guests

Jan Hawkins, Peter Sturgeon, Jim Hummer, Kippy Laflame

Call to Order

Jane Saltonstall called the meeting to order at 10:05 a.m.

Brown Act Invitation for Public Comment

No cards to speak were submitted from the public.

Introductions

Jane asked all those present to introduce themselves and let everyone know why they are involved with the COD Foundation.

Review of the Foundation Committee Structure- Role and duties of R&D

Jim reviewed the chart and duties as outlined in the By-Laws with the committee. There will need to be updates to the org chart done this summer. Discussion on the best ways that committee members can help the Foundation grow is by the identification of potential donors. The best way to begin is with a campus tour. Over 200 people have attended some 17 tours this year. Groups—book, women's, rotary, etc. - seem to be the most successful. Peter Sturgeon stressed the importance of defining what post events of engagements should be formulated for all tour attendees. Everyone was asked to think of potential groups to invite.

Materials

The committee reviewed the materials that are available for members to use; this summer the Foundation will be working on an Annual Report which will be a take-away at the State of the College event. One of the major focuses this upcoming season is to get behind the CC gates. Peter Sturgeon is working on the idea of coordinating a group of campus professionals that would be able to come up with a Personal Safety Seminar that could be used to engage the Country Club residents. One suggestion was to invite people from those Clubs that we are most interested in to join the committee. Donna Jean confirmed that they need not be board directors.

College Priorities

Jim explained the process of how the College sets its priorities. The College should be in a position to let us know what the priorities are next month after graduation. Both the R&D and Finance and Investment committees will be involved on how the dollars are spent.

Meeting Schedule

It was suggested the 2nd week of the month could work for monthly meetings. Jane Saltonstall will connect with Kippy after she has confirmed her schedule. Donna Jean proposed that the first meeting of the fall should include the following committee chairs: Planned Giving, President's Circle, McCallum event, Marketing, Academic Angels.

Adjourned 11:16 am

Minutes taken by Kippy Laflame Executive Assistant