



Foundation Board Meeting

Executive Session: 2:00 p.m.

Board Session: 3:00 p.m.

Wednesday – March 28, 2012

Meeting Location:
Cravens Student Services
Multi-Purpose Room
(See map)

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

COD Foundation Mission Statement

The mission of the Foundation is to enhance the quality of higher education in the Coachella Valley by encouraging private and public support for College of the Desert.



COLLEGE
of the **DESERT**
FOUNDATION

March 28, 2012 Board Packet
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Please note board meeting location, Cravens Student Services Multi-Purpose room.
See attached map on Page 2.



● Self-Serve 1-Day Parking



**Executive Committee Meeting
Wednesday, March 28, 2012 – 2:00 P.M.**

Foundation Board Room

A G E N D A

1. **Call to Order** – Donna Jean Darby, Vice President
2. **Public Invitation to speak as per the Brown Act**
3. **Approval of January and February 2012 Board Minutes**
4. **Financials** - Brian Holcombe, Treasurer, and Joanne Padgham, CFO
January and February Financials – Summary review
5. **Review and Discussions:**
 - A. Summary & Review of Marketing Plan--November to March
 - B. Visual Arts Building—Naming Campaign
 - a) Fundraising Goal --\$2.5 million
6. **Review of Preliminary Work Program / Budget 2012-2013:**
 - A. Work Program components:
 - a) Strategic Planning Process---develop 3-5 year plan for Foundation
 - b) Annual Giving programs and memberships/Activities-Events:
President's Circle, Business Circle, Auxiliary, Roadrunner Club,
membership outreach/Board member in home events/Membership
drives, Speaker series/ Campus activities
 - c) Major Donor solicitation
 - d) Planned Giving Program
 - e) Community Outreach:
Campus Tours
Country Club Presentations
Speaking Engagements
 - f) Scholarships
Adopt a Student Program
 - g) Campus Activities and outreach:
Develop an internal strategy for outreach
 - h) Visual Art Building Naming Campaign
 - i) Major events – McCallum
Potential dates: December 7th, February 20, 21 and April 11
 - j) Marketing Plan Phase 3
 - k) Grants—opportunities to outreach to public/private foundations and corporations

- B. Strategic Planning Session April 2nd from 12-5 p.m. with Rose Lester
 - a) Calendar November 8,9,10 for planning session
- C. Events, Gary Sinise and the Lt. Dan Band April 12th at the McCallum

7. Other Business:

8. Adjournment

Next Meetings:

- April 2 for the Strategic planning Session
- April 25, 2012 for our Annual Meeting

Please note: Both meetings will be held in the Cravens Multi-Purpose



**Board of Directors Executive Special Meeting
Thursday, February 23, 2012 - 3:30 p.m.
Foundation Conference Room**

M I N U T E S

Members Present

Bob Archer, Dr. Robert Chell, Peggy Cravens, Donna Jean Darby, Dr. Edwin Deas, Brian Holcombe, Chuck Hayden, Susan Linsk, Dr. Chuck Monell, Mark Nickerson, Jerry Patton.

Staff/Guests

Jim Hummer, Kippy Laflame.

Call to Order

Bob Chell called the meeting to order at 3:35 p.m. with a quorum of members present.

Brown Act Invitation for Public Comment

No cards to speak were submitted from the public.

2012-2013 Work Program Topics:

I Major Donor Solicitation

Jim Hummer wanted direction as to how the \$745,561 raised at the Rudner event should be apportioned. Normally a 70/30 split. Certain donors specifically indicated that their dollars (\$647,236) go to the nursing program. Board discussed the raising of dollars for programs vs. raising dollars for the cause.

Recommendation that \$647,236 will go directly to the Nursing program and treated as restricted funds; the balance of \$98,325 to be treated as unrestricted funds for Foundation use.

M/S/C Brian Holcombe/Bob Archer

Recommendation that the Foundation share will be 30% of Net revenues unless the restricted portion exceeds 70%. This will be made into a policy pending recommendations by a tax attorney.

M/S/C Brian Holcombe/Bob Archer

ACTION: Kippy to make an appointment with Brian Harnik

II. Planned Giving Program

Title V will cover a consultant for the Planned Giving program.

III. Annual Giving

President's Circle, business circle and auxiliary memberships were discussed. It was suggested that a Roadrunner Club membership be given to every graduating student. This will be a great tool to engage students into becoming future donors as we are able to reach out to them via email.

IV. Community & Campus Outreach

Campus, country club presentations and speaking engagements were discussed.

V. Visual Arts Building—

Naming campaign and possible "Pencil" sculpture that fellow board member, Jim Carona is proposing was discussed.

VI. Major Events---~~McCallum~~---dates/focus

Jim Hummer proposed that we "give back" the December 7th date to the McCallum, but keep the February 20/21, and April 11 dates. Discussed how many events we should be looking at for next year.

VII. Grants---

A Part-time grants person, hired with Title V money, is working on a proposal for opportunities for public/private funding sources of interest to the Foundation

VIII. Strategic Plan---

Discussed process and implementation of both the Board Governance meeting on April 2nd as well as the fall board orientation on November 8-9-10th.

New Business

Chuck Hayden discussed the Ambassador Student program with the committee. These students could help with our Outreach programs. We are looking for funds to underwrite the purchase of blazers.

Adjournment

Bob Chell motioned to adjourn the meeting at 4:55 p.m.

Minutes taken by Kippy Laflame Executive Assistant

COLLEGE OF THE DESERT FOUNDATION
FINANCIAL SUMMARY
January 31, 2012

**COLLEGE OF THE DESERT FOUNDATION
SUMMARY REPORT
UNRESTRICTED FUNDS
FOR CURRENT MONTH ENDED AND YTD 1/31/12
WITH COMPARATIVE TOTALS FOR YTD 1/31/11**

	<u>One Month Actual</u>	<u>YTD Actual</u>	<u>Budget</u>	<u>Budget Remaining</u>	<u>YTD ACTUAL 2011</u>					
Revenue										
President's Circle/Board	3,619	70,733	165,000	(94,267)	80,236					
Auxiliary/Membership	-	8,620	30,000	(21,380)	6,185					
Auxiliary Special Events (net)	902	77,964	30,000	47,964	1,484					
Annual Fund/Direct Mail	-	-	25,000	(25,000)	2,358					
Individual Gifts	432	26,810	100,000	(71,182)	159,307					
McCallum Events (net)										
Rita Rudner	(682)	95,628	30,000	60,628	-					
One Enchanted Evening V	25,791	63,479	100,000	(36,521)	99,582					
Lt. Dan Band	(1,215)	(28,187)	-	(28,187)	-					
Other (Kick off & Street Fair, Faith)	(420)	(17,489)	130,000	(147,489)	383					
Title V reimbursement	47,437	48,104	-	48,104	2,500					
Interest	7,608	79,214	130,000	(50,786)	84,424					
Management Services	-	150,020	260,000	(109,980)	140,480					
Total Revenue	63,432	580,904	1,000,000	(419,096)	576,839					
Expenditures										
President's Circle	-	1,750	5,000	3,250	1,634					
Auxiliary/Membership	308	2,758	5,000	2,242	2,639					
Annual fund	-	-	8,000	8,000	1,584					
Grant Development	-	-	5,000	5,000	-					
Annual Report	-	-	8,000	8,000	-					
Auditor	-	14,000	17,000	3,000	16,800					
Bank Charges	1,289	4,024	5,000	976	2,315					
Board/Staff Training	-	1,219	5,000	3,781	1,789					
Repairs & Maintenance	55	220	1,000	780	350					
Marketing	-	3,240	20,000	16,760	-					
Donor Development	435	3,121	20,000	16,879	5,836					
Equipment Lease	515	2,718	7,500	4,782	2,961					
Insurance D & O	-	1,820	5,000	3,180	710					
Legal/financial/Professional	-	160	20,000	19,840	-					
Membership Dues	250	425	2,500	2,075	815					
Office Supplies & Equipment	1,426	7,487	8,000	513	2,661					
Other	-	17,433	1,000	(16,433)	1,928					
Postage	353	353	2,000	1,637	733					
President's Fund	-	60,000	60,000	-	25,000					
Printing/Design/Graphics	1,700	3,519	20,000	16,481	7,306					
Recognition	2,260	3,360	10,000	6,640	1,878					
Service Contracts	-	933	4,500	3,567	937					
Staff Mileage Reimburse	-	340	3,000	2,660	1,054					
Subscriptions & Publications	-	65	2,000	1,935	60					
Telephone	203	1,238	3,500	2,262	1,267					
Wages & Benefits	38,932	323,840	675,000	351,160	328,607					
Independent Contractors	2,000	13,176	75,000	61,824	49,367					
Website	97	3,641	2,000	(1,641)	491					
Total Expenditures before transfers/marketing	49,863	470,850	1,000,000	529,150	458,722					
Contributions to College/transfers	-	8,446			(51,611)					
Marketing (authorized by board)**	8,916	93,736	200,000	106,264	-					
Total Expenditures	58,779	571,032			407,111					
Investment gain (loss)	-	(19,238)			65,298					
Excess or (Deficit)	24,653	(9,366)			235,026					
General Fund Carryover from 6/30/11										
		\$ 645,206								
Total excess at 1/31/12										
		\$ 636,840								
**MARKETING (INCLUDING TITLE V REIMBURSEMENT)										
	\$	93,736	\$	(48,104)	\$	45,632	\$	200,000	\$	154,368

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF FINANCIAL POSITION
JANUARY 31, 2012
WITH COMPARATIVE TOTALS FOR JANUARY 31, 2011

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2012	2011
ASSETS					
Cash and cash equivalents	\$ 911,284	\$ 1,638,704	\$ -	\$ 2,549,988	\$ 1,909,293
Investments	600,000	2,943,200	13,888,112	17,431,312	17,891,990
Pledges receivable	10,000	125,668	1,876,189	2,011,857	2,618,550
Accrued interest receivable	15,903	38,672	6,592	61,167	35,519
Property and equipment, net	3,221	-	-	3,221	20,170
FCCC - Scholarship Endowment	-	-	336,549	336,549	336,549
Split interest agreements	-	587,329	-	587,329	-
TOTAL ASSETS	\$ 1,540,408	\$ 5,333,573	\$ 16,107,442	\$ 22,981,423	\$ 22,812,071
LIABILITIES					
Accounts payable	\$ 194,974	\$ 41,916	\$ -	\$ 236,890	\$ 12,082
Accrued expenses	69,337	-	-	69,337	115,266
TOTAL LIABILITIES	264,311	41,916	-	306,227	127,348
NET ASSETS	1,276,097	5,291,657	16,107,442	22,675,196	22,684,723
Unrestricted:					
Undesignated	676,097	-	-	676,097	697,604
Board designated	600,000	-	-	600,000	600,000
Temporarily restricted	-	5,291,657	-	5,291,657	4,768,280
Permanently restricted	-	-	16,107,442	16,107,442	16,638,839
NET ASSETS	1,276,097	5,291,657	16,107,442	22,675,196	22,704,723
TOTAL LIABILITIES AND NET ASSETS	\$ 1,540,408	\$ 5,333,573	\$ 16,107,442	\$ 22,981,423	\$ 22,832,071

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR SEVEN MONTHS ENDED JANUARY 31, 2012
WITH COMPARATIVE TOTALS FOR SEVEN MONTHS ENDED JANUARY 31, 2011

YEAR TO DATE

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2012	2011
REVENUE AND SUPPORT					
Interest	\$ 79,214	\$ 216,984	\$ 64,847	\$ 361,045	\$ 341,807
Donations	28,818	67,444	-	96,262	131,945
Auxiliary donations	8,620	-	-	8,620	6,185
Capital campaign	-	-	-	-	40,993
COD Alumni donations	-	58,597	-	58,597	341,770
Estate gifts	-	1,093	-	1,093	147,500
Management Services	150,020	-	-	150,020	140,460
President's Circle	70,733	-	-	70,733	76,736
Title V grant	48,104	-	66,886	114,990	69,514
Other grants	-	61,302	-	61,302	39,905
Scholarship donations	-	209,443	2,025	211,468	249,277
Special event income (net)	195,395	-	-	195,395	100,987
TOTAL REVENUE AND SUPPORT	580,904	614,863	133,758	1,329,525	1,687,079
EXPENDITURES					
Contributions to college	4,502	24,117	-	28,619	101,014
Scholarships	-	316,860	-	316,860	478,868
Operating expenses	504,586	-	-	504,586	433,722
Interfund transfers	61,944	(145,823)	83,879	-	-
TOTAL EXPENDITURES	571,032	195,154	83,879	850,065	1,013,604
OTHER EXPENSES					
Investment (loss), net of investment expenses	(19,238)	(819,701)	(207,837)	(1,046,776)	1,360,729
INCREASE (DECREASE) IN NET ASSETS	\$ (9,366)	\$ (399,992)	\$ (157,958)	\$ (567,316)	\$ 2,034,204

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR CURRENT MONTH ENDED JANUARY 31, 2012
WITH COMPARATIVE TOTALS FOR JANUARY 31, 2011

CURRENT MONTH

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2012	2011
REVENUE AND SUPPORT					
Interest	\$ 7,618	\$ 20,777	\$ 6,233	\$ 34,628	\$ 30,426
Donations	432	2,628	-	3,060	12,993
Auxiliary donations	-	-	-	-	875
COD Alumni donations	-	6,500	-	6,500	-
Estate gifts	-	1,093	-	1,093	147,500
Grants	47,437	10,000	-	57,437	-
President's Circle	3,619	-	-	3,619	20,388
Scholarship donations	-	40,629	1,000	41,629	24,261
Special event income (net)	24,326	-	-	24,326	8,863
TOTAL REVENUE AND SUPPORT	83,432	81,627	7,233	172,292	245,306
EXPENDITURES					
Contributions to college	-	89,497	-	89,497	7,026
Scholarships	-	198,593	-	198,593	199,923
Operating expenses	58,779	-	-	58,779	55,206
TOTAL EXPENDITURES	58,779	288,090	-	346,869	262,155
INCREASE (DECREASE) IN NET ASSETS	\$ 24,653	\$ (206,463)	\$ 7,233	\$ (174,577)	\$ (16,849)

**REVENUE RECEIVED BY COD FOUNDATION
FOR THE CURRENT MONTH ENDED 1/31/2012
WITH COMPARATIVE TOTALS FOR 1/31/2011**

	Unrestricted	Temporarily Restricted	Permanently Restricted	TOTAL	2011
Annual Fund	\$ -	\$ -	\$ -	\$ -	\$ 350
Auxiliary Membership	-	-	-	-	750
Coeta Barker Memorial Tea	5,000	-	-	5,000	5,000
Auxiliary Tributes	-	-	-	-	125
Helen L. Beins Nordland Estate	-	-	-	-	45,000
Capital Campaign	-	-	35,000	35,000	39,558
COD Alumni Association	-	6,500	-	6,500	-
Gary Sinise	2,000	-	-	2,000	-
Interest Revenue	7,618	20,777	6,233	34,628	30,426
Memorial Gifts (Nursing/Music)	-	2,000	-	2,000	-
Miscellaneous Donations	111	-	-	111	396
One Enchanted Evening IV	31,740	-	-	31,740	11,680
Payroll Deductions	1,540	643	133	2,316	3,807
President's Circle	2,400	-	-	2,400	31,725
Pass-through Scholarships	-	23,994	-	23,994	23,752
Rita Rudner	10,000	-	-	10,000	-
Roadrunner Club	-	120	-	120	-
Scholarships	-	16,500	1,000	17,500	509
Street Fair Donations	80	-	-	80	-
John Grant Residuals - Dorothy Grant Schship	-	1,093	-	1,093	-
Title V reimbursement	47,437	-	-	47,437	-
Union Bank Grant (Adopt-a-Student)	-	10,000	-	10,000	10,000
Thums -Oil Well Interest (sold)	-	-	-	-	102,500
Previously recorded as Pledge Receivable	107,926	81,627	42,366	231,919	305,578
Special Event expenses	-	-	(35,133)	(35,133)	(52,454)
	(24,494)	-	-	(24,494)	(7,818)
Total Revenue and support	\$ 83,432	\$ 81,627	\$ 7,233	\$ 172,292	\$ 245,306

**COLLEGE OF THE DESERT FOUNDATION
EVENT, INDEPENDENT AND MARKETING
CONTRACTS**

January 31, 2012

**COLLEGE OF THE DESERT FOUNDATION
EVENT CONTRACTS
FOR SEVEN MONTHS ENDED JANUARY 31, 2012**

	Contract Amount	PAID AS OF 1/31/12	AMOUNT O/S	Due date
Auxiliary Chili Cook Off				
Northwest Benefit Auctions	2,500.00	2,770.40	-	
MiraMonte Resort	13,253.25	20,502.24	-	
Total Auxiliary Cook Off	15,753.25	23,272.64	-	
Auxiliary Events				
Renaissance Esmeralda Morningside	1,900.00	500.00	1,400.00	March 30, 2012
Total Auxiliary Events	6,188.80	4,788.80	1,400.00	
Kick off Event				
He's My Brother She's My Sister	3,500.00	3,500.00	-	
Aqua Pazza Catering	2,500.00	4,055.65	-	
Total Kick off Event	6,000.00	7,555.65	-	
Rita Rudner				
ICM - Rita Rudner	22,500.00	22,500.00	-	
Jennifer Guzzardi	12,000.00	12,000.00	-	
O'Bayley Communications	7,980.00	8,050.77	-	
Total Rita Rudner	42,480.00	42,550.77	-	
Faith and Begorra				
Renaissance Esmeralda Resort	9,700.00	-	9,700.00	March 17, 2012
Captain Cardiac and the Coronaries	3,600.00	500.00	3,100.00	March 17, 2012
Total Faith and Begorra	13,300.00	500.00	12,800.00	
One Enchanted Evening V				
Live It Up Song & Dance	27,000.00	9,000.00	18,000.00	February 22, 2012
O'Bayley Communications	7,980.00	1,800.00	6,180.00	
Total OEEV	27,000.00	9,000.00	18,000.00	
Gary Sinise/Lt. Dan Band				
The Agency	35,000.00	22,500.00	12,500.00	April 1, 2012
Renaissance Palm Springs Hotel	2,765.70	-	2,765.70	April 10, 2012
O'Bayley Communications	7,860.00	240.00	7,620.00	
Total Gary Sinise/Lt. Dan Band	35,000.00	22,500.00	12,500.00	
Total Event Contracts	145,722.05	110,167.86	44,700.00	

**COLLEGE OF THE DESERT FOUNDATION
INDEPENDENT CONTRACTORS
FOR SEVEN MONTHS ENDED JANUARY 31, 2012**

	Contract Amount	PAID AS OF 1/31/12	AMOUNT O/S	
Kristine Gula				
Peter Sturgeon	24,000.00	10,000.00	14,000.00	Donor Perfect Consultant
- business circle program	31,000.00	12,000.00	19,000.00	Addl \$29,000 paid by Title V
- wealth manager workshops				
- country club presentations				
- campus tours				
Total Independent Contracts	55,000.00	22,000.00	33,000.00	

COLLEGE OF THE DESERT FOUNDATION				
MARKETING CONTRACTS				
AS OF JANUARY 31, 2012				
	Contract Amount	Paid by Foundation	Paid by Title V	
Campaign Creative & Production:				
Campaign Development				
Jeff Dow Photography	13,000.00	-		13,000.00
Jeff Ross Photography	15,000.00	-		15,000.00
CLM Design & Advertising	47,000.00	-		47,000.00
Banners				
Ace Printing	6,041.00	-		6,041.00
Sign A Rama	1,396.00	-		1,396.00
Website				
SectorPoint	8,125.00	8,003.00		
9mm	11,775.00	5,888.00		
Jose Olivares	7,400.00	7,400.00		
Social Media (Constant Contact)	589.00	589.00		
Total Campaign Development	\$ 110,326.00	\$ 21,880.00	\$ 82,437.00	
Campaign Paid Media:				
The Desert Sun Society Section	30,000.00	-		30,000.00
Palm Springs Life	25,000.00	-		25,000.00
Total Media	\$ 55,000.00	\$ -	\$ 55,000.00	
Miscellaneous Marketing:				
Kay Hazen (July-Oct. fees)		11,600.00		
Chaparral Advertising (Step Up for COD)		1,296.00		
Kay Hazen (Create Roadrunner logo)		250.00		
Step Up Retractable Banners		1,344.00		
Ace Printing (Rack Cards)		1,013.00		
Time Warner Cable		7,501.00		
Kaminsky Productions		1,075.00		
Tim O'Bayley PR		2,880.00		
Tim O'Bayley phase 2 Step Up for COD	4,800.00	4,800.00		
Total Miscellaneous	\$ 4,800.00	\$ 31,759.00	\$ 137,437.00	
Total Marketing Contracts & Expenses	\$ 165,326.00	\$ 53,639.00	\$ 137,437.00	
	Total Foundation		(45,632.00)	
	Total approved budget		200,000.00	
	Total Remaining		154,368.00	

COLLEGE OF THE DESERT FOUNDATION
FINANCIAL SUMMARY
February 29, 2012

**COLLEGE OF THE DESERT FOUNDATION
SUMMARY REPORT
UNRESTRICTED FUNDS
FOR CURRENT MONTH ENDED AND YTD 2/29/12
WITH COMPARATIVE TOTALS FOR YTD 2/28/11**

	One Month Actual	YTD Actual	Budget	Budget Remaining	YTD ACTUAL 2011
Revenue					
President's Circle/Board	3,219	73,952	165,000	(91,048)	87,399
Auxiliary/Membership	2,000	10,620	30,000	(19,380)	6,860
Auxiliary Special Events (net)	(2,019)	75,945	30,000	45,945	840
Annual Fund/Direct Mail	-	-	25,000	(25,000)	2,358
Individual Gifts	566	29,384	100,000	(70,616)	160,891
McCallum Events (net)					
Rita Rudner	26,606	126,234	30,000	96,234	-
One Enchanted Evening V	(7,185)	56,294	100,000	(43,706)	83,432
Lt. Don Bend	35,698	7,511	-	7,511	-
Other (Kick off & Street Fair, Faith)	2,413	(15,076)	130,000	(145,076)	397
Title V reimbursement	-	48,104	-	48,104	2,500
Interest	7,145	86,359	130,000	(43,641)	94,097
Management Services	-	150,020	260,000	(109,980)	140,460
Total Revenue	68,443	649,347	1,000,000	(350,653)	579,234
Expenditures					
President's Circle	396	2,146	5,000	2,854	1,782
Auxiliary/Membership	367	3,125	5,000	1,875	3,682
Annual fund	-	-	8,000	8,000	1,584
Grant Development	-	-	5,000	5,000	2,500
Annual Report	-	-	8,000	8,000	2,000
Auditor	-	14,000	17,000	3,000	16,800
Bank Charges	1,401	5,425	5,000	(425)	2,704
Board/Staff Training	-	1,219	5,000	3,781	1,789
Repairs & Maintenance	110	330	1,000	670	400
Marketing	(2,540)	700	20,000	19,300	-
Donor Development	1,303	4,424	20,000	15,576	8,851
Equipment Lease	592	3,310	7,500	4,190	3,481
Insurance D & O	1,110	2,930	5,000	2,070	2,869
Legal/Financial/Professional	-	160	20,000	19,840	-
Membership Dues	-	425	2,500	2,075	1,040
Office Supplies & Equipment	2,497	9,984	8,000	(1,904)	3,102
Other	-	17,433	1,000	(16,433)	1,928
Postage	-	363	2,000	1,637	735
President's Fund	-	60,000	60,000	-	25,000
Printing/Design/Graphics	-	3,519	20,000	16,481	8,328
Recognition	402	3,762	10,000	6,238	1,878
Service Contracts	-	933	4,500	3,567	937
Staff Mileage Reimburse	33	373	3,000	2,627	1,054
Subscriptions & Publications	-	65	2,000	1,935	60
Telephone	199	1,437	3,500	2,063	1,678
Wages & Benefits	50,179	374,019	675,000	300,981	377,871
Independent Contractors	4,000	17,176	75,000	57,824	56,239
Website	58	3,699	2,000	(1,699)	544
Total Expenditures before transfers/marketing	60,107	530,957	1,000,000	469,043	528,836
Contributions to College/transfers	13,000	19,446			(51,611)
Marketing (authorized by board)**	15,952	109,688	200,000	90,312	-
Total Expenditures	89,059	650,091			477,225
Investment gain (loss)	-	(19,238)			65,298
Excess or (Deficit)	(20,616)	(29,982)			167,307
General Fund Carryover from 6/30/11					
		\$ 646,206			
Total excess at 2/29/12					
		\$ 616,224			

	TOTAL MKTNG	REIMBURSE	TOTAL	APPROVED	REMAINDER
**MARKETING (INCLUDING TITLE V REIMBURSEMENT)	\$ 109,688	\$ (47,437)	\$ 62,251	\$ 200,000	\$ 137,749

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF FINANCIAL POSITION
FEBRUARY 29, 2012
WITH COMPARATIVE TOTALS FOR FEBRUARY 28, 2011

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2012	2011
ASSETS					
Cash and cash equivalents	\$ 863,986	\$ 1,851,462	\$ -	\$ 2,715,448	\$ 1,888,663
Investments	600,000	2,917,930	13,891,628	17,409,558	17,907,439
Pledges receivable	10,000	125,658	1,872,672	2,008,330	2,637,158
Accrued interest receivable	15,903	38,672	6,592	61,167	35,519
Property and equipment, net	3,221	-	-	3,221	20,170
FCCC - Scholarship Endowment	-	-	336,549	336,549	336,549
Split interest agreements	-	587,329	-	587,329	-
TOTAL ASSETS	\$ 1,493,110	\$ 5,521,051	\$ 16,107,441	\$ 23,121,602	\$ 22,825,498
LIABILITIES					
Accounts payable	\$ 131,714	\$ -	\$ -	\$ 131,714	\$ 34,154
Accrued expenses	80,584	-	-	80,584	118,375
TOTAL LIABILITIES	212,298	-	-	212,298	152,529
NET ASSETS	1,280,812	5,521,051	16,107,441	22,909,304	22,672,969
Unrestricted:					
Undesignated	680,812	-	-	680,812	658,877
Board designated	600,000	-	-	600,000	600,000
Temporarily restricted	-	5,521,051	-	5,521,051	4,781,753
Permanently restricted	-	-	16,107,441	16,107,441	16,632,339
NET ASSETS	1,280,812	5,521,051	16,107,441	22,909,304	22,672,969
TOTAL LIABILITIES AND NET ASSETS	\$ 1,493,110	\$ 5,521,051	\$ 16,107,441	\$ 23,121,602	\$ 22,825,498

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR EIGHT MONTHS ENDED FEBRUARY 29, 2012
WITH COMPARATIVE TOTALS FOR EIGHT MONTHS ENDED FEBRUARY 28, 2011

YEAR TO DATE

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2012	2011
REVENUES AND SUPPORT					
Interest	\$ 86,359	\$ 236,470	\$ 70,693	\$ 393,522	\$ 380,498
Donations	29,384	236,580	-	265,964	135,073
Auxiliary donations	10,620	-	-	10,620	6,860
Capital campaign	-	-	-	-	40,993
COD Alumni donations	-	117,729	-	117,729	387,770
Estate gifts	-	1,093	-	1,093	174,133
Management Services	150,020	-	-	150,020	140,460
President's Circle	73,952	-	-	73,952	83,899
Title V grant	48,104	-	66,886	114,990	69,514
Other grants	-	81,302	-	81,302	39,905
Scholarship donations	-	253,024	2,025	255,049	292,929
Special event income (net)	250,908	-	-	250,908	84,273
Total revenues and support	649,347	926,198	139,604	1,715,149	1,836,307
EXPENDITURES					
Contributions to college	4,502	60,289	-	64,791	181,289
Scholarships	-	356,144	-	356,144	509,461
Operating expenses	580,645	-	-	580,645	503,836
Interfund transfers	74,944	(158,823)	83,879	-	-
Total expenditures	660,091	257,610	83,879	1,001,580	1,194,586
EXCESS/(DEFICIENCY) OF REVENUE AND SUPPORT OVER EXPENDITURES BEFORE OTHER INCOME AND EXPENSES					
	(10,744)	668,588	55,725	713,569	641,721
OTHER EXPENSES					
Investment gain/(loss), net of investment expenses	(19,238)	(819,701)	(207,837)	(1,046,776)	1,360,729
INCREASE (DECREASE) IN NET ASSETS	\$ (29,982)	\$ (151,113)	\$ (152,112)	\$ (333,207)	\$ 2,002,450

COLLEGE OF THE DESERT FOUNDATION
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR CURRENT MONTH ENDED FEBRUARY 29, 2012
WITH COMPARATIVE TOTALS FOR FEBRUARY 28, 2011

CURRENT MONTH

	Unrestricted Fund	Temporarily Restricted Fund	Permanently Restricted Fund	Totals (Memorandum Only)	
				2012	2011
REVENUE AND SUPPORT					
Interest	\$ 7,145	\$ 19,486	\$ 5,846	\$ 32,477	\$ 38,691
Donations	566	169,136	-	169,702	3,128
Auxiliary donations	2,000	-	-	2,000	675
COD Alumni donations	-	59,132	-	59,132	46,000
Estate gifts	-	-	-	-	26,633
Grants	-	20,000	-	20,000	-
President's Circle	3,219	-	-	3,219	7,163
Scholarship donations	-	43,581	-	43,581	43,652
Special event income (net)	55,513	-	-	55,513	(16,714)
TOTAL REVENUE AND SUPPORT	68,443	311,335	5,846	385,624	149,228
EXPENDITURES					
Contributions to college	-	36,172	-	36,172	80,275
Scholarships	-	39,284	-	39,284	30,593
Operating expenses	76,059	-	-	76,059	70,114
Interfund Transfer	13,000	(13,000)	-	-	-
TOTAL EXPENDITURES	89,059	62,456	-	151,515	180,982
INCREASE (DECREASE) IN NET ASSETS	\$ (20,616)	\$ 248,879	\$ 5,846	\$ 234,109	\$ (31,754)

**COLLEGE OF THE DESERT FOUNDATION
FINANCIAL SUMMARY**

February 29, 2012

With Comparable Totals for February 28, 2011

	Unrestricted	Temporarily Restricted	Permanently Restricted	TOTALS	
				2012	(Memorandum Only) 2011
Auxiliary Membership	\$ 2,000	\$ -	\$ -	\$ 2,000	\$ 500
Auxiliary Tributes	-	-	-	-	175
Auxiliary Fall Luncheon	150	-	-	-	-
Capital Campaign	-	-	3,383	3,383	1,100
COD Alumni Association	-	59,132	-	59,132	46,000
Community Blood Bank Foundation	-	15,000	-	15,000	-
Desert Healthcare (CDC)	-	5,000	-	5,000	-
Eisenhower Medical Center	-	158,618	-	158,618	-
Estate Gifts - Anne E. Scholl Scholarships	-	-	-	-	26,633
Faith n Begorra	6,700	-	-	6,700	-
Interest Revenue	7,145	19,486	5,846	32,477	38,691
Kitty Kelley Event	-	-	-	-	715
McCarthy Foundation (automotive)	-	10,000	-	10,000	-
Miscellaneous Donations	165	-	-	165	214
One Enchanted Evening V	30,895	-	-	30,895	5,950
Payroll Deductions	1,545	653	133	2,331	3,472
President's Circle	2,000	-	-	2,000	7,000
Pass-through Scholarships	-	17,578	-	17,578	38,389
Rita Rudner	26,606	-	-	26,606	-
Scholarships	-	25,868	-	25,868	5,264
Gary Sinise	42,100	-	-	42,100	-
Step Up for COD	75	-	-	75	-
Street Fair Donations	48	-	-	48	-
	119,429	311,335	9,362	440,126	174,103
Previously recorded as Pledge Receivable less Special Event Expenses	-	-	(3,516)	(3,516)	(1,496)
	(50,986)	-	-	(50,986)	(23,379)
TOTAL REVENUE AND SUPPORT	\$ 68,443	\$ 311,335	\$ 5,846	\$ 385,624	\$ 149,228

**COLLEGE OF THE DESERT FOUNDATION
EVENT, INDEPENDENT AND MARKETING
CONTRACTS**

February 29, 2012

**COLLEGE OF THE DESERT FOUNDATION
EVENT CONTRACTS
FOR EIGHT MONTHS ENDED FEBRUARY 29, 2012**

	Contract Amount	PAID AS OF 2/29/12	AMOUNT O/S	Due date
Auxiliary Chili Cook Off				
Northwest Benefit Auctions	2,500.00	2,770.40	-	
MiraMonte Resort	13,253.25	20,502.24	-	
Total Auxiliary Cook Off	15,753.25	23,272.64	-	
Auxiliary Events				
Renaissance Esmeralda	1,900.00	500.00	1,400.00	March 30, 2012
Morningside	4,288.80	4,288.80	-	
Total Auxiliary Events	6,188.80	4,788.80	1,400.00	
Kick off Event				
He's My Brother She's My Sister	3,500.00	3,500.00	-	
Aqua Pazza Catering	2,500.00	4,055.65	-	
Total Kick off Event	6,000.00	7,555.65	-	
Rita Rudner				
ICM - Rita Rudner	22,500.00	22,500.00	-	
Jennifer Guzzardi	12,000.00	12,000.00	-	
O'Bayley Communications	7,980.00	8,050.77	-	
Total Rita Rudner	42,480.00	42,550.77	-	
Faith and Begorra				
Renaissance Esmeralda Resort	9,700.00	-	9,700.00	March 17, 2012
Captain Cardiac and the Coronari	3,600.00	500.00	3,100.00	March 17, 2012
Total Faith and Begorra	13,300.00	500.00	12,800.00	
One Enchanted Evening V				
Live It Up Song & Dance	27,000.00	27,000.00	-	
O'Bayley Communications	7,980.00	5,700.00	2,280.00	
Total OEEV	34,980.00	32,700.00	2,280.00	
Gary Sinise/Lt. Dan Band				
The Agency	35,000.00	22,500.00	12,500.00	April 1, 2012
Renaissance Palm Springs Hotel	2,765.70	-	2,765.70	April 10, 2012
O'Bayley Communications	7,860.00	1,020.00	6,840.00	
Total Gary Sinise/Lt. Dan Band	35,000.00	22,500.00	12,500.00	
Total Event Contracts	153,702.05	133,867.86	28,980.00	

**COLLEGE OF THE DESERT FOUNDATION
INDEPENDENT CONTRACTORS
FOR EIGHT MONTHS ENDED FEBRUARY 29, 2012**

	Contract Amount	PAID AS OF 2/29/12	AMOUNT O/S	
Kristine Gula	24,000.00	10,000.00	14,000.00	Donor Perfect Consultant
Peter Sturgeon	31,000.00	14,000.00	17,000.00	Addl \$29,000 paid by Title V
- business circle program				
- wealth manager workshops				
- country club presentations				
- campus tours				
Total Independent Contracts	55,000.00	24,000.00	31,000.00	

COLLEGE OF THE DESERT FOUNDATION			
MARKETING CONTRACTS			
AS OF FEBRUARY 29, 2012			
	Contract Amount	Paid by Foundation	Paid by Title V
Campaign Creative & Production:			
Campaign Development			
Jeff Dow Photography	13,000.00	-	13,000.00
Jeff Ross Photography	15,000.00	-	15,000.00
CLM Design & Advertising	47,000.00	-	47,000.00
Banners			
Ace Printing	6,041.00	-	6,041.00
Sign A Rama	1,396.00	-	1,396.00
Website			
SectorPoint	8,125.00	8,003.00	
9mm	11,775.00	5,888.00	
Jose Olivares	7,400.00	7,400.00	
Social Media (Constant Contact)	589.00	589.00	
Total Campaign Development	\$ 110,326.00	\$ 21,880.00	\$ 82,437.00
Campaign Paid Media:			
The Desert Sun Society Section	30,000.00	-	30,000.00
Palm Springs Life	25,000.00	-	25,000.00
Total Media	\$ 55,000.00	\$ -	\$ 55,000.00
Miscellaneous Marketing:			
Kay Hazen (July-Oct. fees)		11,600.00	
Kay Hazen (Step Up for COD TV & Radio)		7,500.00	
Kay Hazen (Annual Giving Collateral)		1,700.00	
Chaparral Advertising (Step Up for COD)		1,296.00	
Kay Hazen (Create Roadrunner logo)		250.00	
Step Up Retractable Banners		1,344.00	
Ace Printing (Rack Cards)		1,013.00	
Time Warner Cable		7,501.00	
Kaminsky Productions		1,075.00	
KMIR		560.00	
KPSE		30.00	
Healthy Living (ad)		1,275.00	
Tim O'Bayley PR		2,880.00	
Tim O'Bayley phase 2 Step Up for COD	4,800.00	2,220.00	
Miscellaneous		127.00	
Total Miscellaneous	\$ 4,800.00	\$ 40,371.00	
Total Marketing Contracts & Expenses	\$ 165,326.00	\$ 62,251.00	\$ 137,437.00
	Total approved budget	200,000.00	
	Total Remaining	\$ 137,749.00	

College of the Desert Foundation

Overview of Marketing Communications Activities 2011-12

In 2011, College of the Desert and COD Foundation embarked upon a shared strategic marketing communications effort designed to enhance the image of the organization(s) and raise awareness and support for the college.

Communications Goals:

- Raise the profile and promote understanding of College of the Desert
- Create a demonstrable link between the success of College of the Desert and the success of the region
- Encourage positive perceptions and strengthen academic reputation
- Cultivate and encourage giving
- Strategically align and integrate communications

Creative Strategy:

- COD people and their stories are at the center of our creative strategy - real people with real success stories highlighting how COD opened the door to job, career, success, advancement, enrichment, lifelong learning and more.
- Highlight profiles of alumni, current students, faculty, staff, donors and partners celebrate our diversity, modern learning environment, program pillars, and link us to community success.

Overview of Progress

Step Up for COD Campaign

The Step Up for COD campaign launched internally in mid-October 2011 to coincide with the College Homecoming activities on campus. The broader public campaign launched with the Foundation Season Kick-Off Event in mid-November 2011.

The campaign seeks to raise the profile of the institution and educate key audiences and the public about the college by highlighting the success stories of alumni, students, donors and partners. Poster, banners and print ads are part of a layered campaign featuring actual graduates, students, donors and partners who've achieved success with COD.

During the first phase of the campaign, students and alumni were highlighted, urging others to Step Up and "Tell Us Your Story". The second phase highlighted donors, partners and supporters including celebrity supporters Carson Daly, Kathy Ireland and Barry Manilow.

Completed Campaign Deliverables

- o Campaign Strategy & Plan Development
- o Campaign Creative – Phase 1 & Phase 2
- o Photography
- o Scheduling/Conducting Interviews (15 phase one/12 phase two)
- o Profiles Development
- o Ad Copywriting
- o Ad Design and Layout
- o Web Banners (Phase One (5) & Phase Two (5))
- o Light pole banners (7)
- o Posters (7)
- o Window clings (5)
- o Rack Cards (10)
- o Business card handouts/logo pins
- o Pop Up Banners (8)
- o Mock Ups (6)- Manilow, Daly, Ireland, Galen, Hubbard, McGrath
- o Print Ads: Phase One (10) & Phase Two (8)
- o Television/Radio – creative, script, voiceover, music, production, digital and web versions
- o Website Phase One: design/layout/copywriting/coding/hosting
- o Website Phase Two: transition design/layout/copy/coding
- o Social media – creative, advertising, ongoing posts & links

Step Up for COD Website Traffic

During the first four months (October 1, 2011 – March 20, 2012) of the Step Up for COD campaign the campaign website attracted 7,297 total visits from 5,629 unique visitors and 22,928 page views.

Summary

7,297 Total Visits

5,629 Unique Visitors

22,928 Page Views

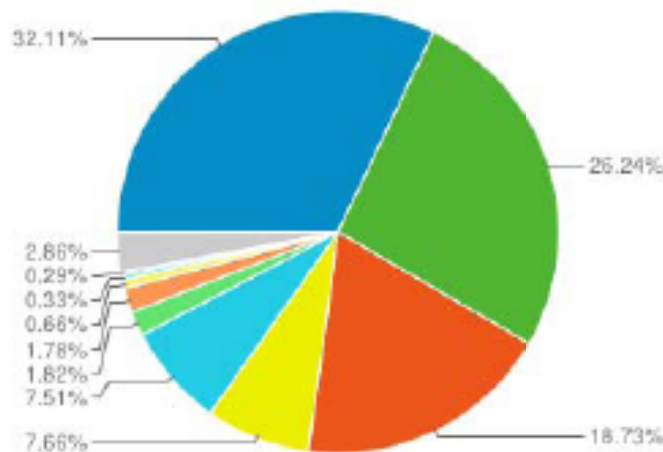


77% New Visitor

23% Returning Visitor

Referral Traffic - stepupforood.com

One indicator of effectiveness is to track the number of sites that referred traffic. The more people hear about us, the more newsworthy we are, the more people will link to us and drive traffic to our site. Top referral sources for the Step Up site were direct URL, Facebook, Direct URL, COD website, GoogleSearch and mydesert.com



		Visits	Contribution to total:
1.	(direct) / (none)	2,343	32.11%
2.	facebook.com / referral	1,915	26.24%
3.	collegeofthedesert.edu / referral	1,367	18.73%
4.	google / organic	559	7.66%
5.	mydesert.com / referral	548	7.51%
6.	m.facebook.com / referral	133	1.82%
7.	codfoundation.org / referral	130	1.78%
8.	apps.facebook.com / referral	48	0.66%
9.	bing / organic	24	0.33%
10.	google.com / referral	21	0.29%

In 2012 we recommend more effort be placed in building referral sources and linkages.

Outreach efforts should include requests for business partners and others to include site links.

Our goal is to double the referral sources in 2013.

Facebook Activity

Both the College and Foundation Facebook accounts have experienced significant increases which can be traced to the timing of the Step Up campaign push increasing postings by both CODF and COD and increasing engagement and promotion of the pages in general. Since August 2011 College Facebook followers have increased by 1200, approaching 4,000 followers. Over the same period, Foundation Facebook followers increased by 200, currently at 323 followers.

Redesigned COD Foundation Website

A complete redesign of the COD Foundation website was undertaken in Fall 2011. The site was separated from the college site in order to:

- Enhance the profile and identity of the College and Foundation
- Reflect and highlight the success and outputs/benefit of the College
- Provide for flexibility in accommodating new content and campaigns
- Support COD identity and creative platform, including compelling photographic imagery
- Accommodate new, existing and enhanced tools and features
- Help connect and engage external audiences

Since redesign, the COD Foundation website traffic has increased substantially.

Codfoundation.org

2011 (app. 12 months)	700 visits
2012 (app. 3 months)	2299 visits

Collateral Material

Refreshed, high quality printed materials were developed as an important part of our efforts to enhance the image and raise awareness about the college and to support fundraising goals and objectives. New and enhanced material included:

- 20 page Palm Springs Life insert
- Logo Refresh & Stationery Package
- Events collateral package
- Roadrunner Club Logo
- Veterans Affairs Center
- Public Safety Academy
- Visual Arts Center Fundraising
- Adopt a Student Collateral
- Annual Giving Programs Collateral
- Presentation Folder
- Fact Sheets and Poster
- Invitations

High Quality Images

The College and Foundation lacked high resolution imagery to promote elevation of the brand in advertising, collateral, online and elsewhere. Two on campus photo shoots have now been completed, providing staff and outside consultants with a library of enhanced, high quality images of COD students, alumni and faculty.

These great images of COD people have already found their way to refreshed websites, Facebook and other social media, collateral material, event promotion and print and broadcast advertising to promote the college and reinforce messaging.

Bring the Community to COD - examples

- Hosted The Desert Sun Publisher, Editor and editorial staff on campus
- Hosted Wealth Managers at Automotive Center
- President's Club Season Kick Off Event at Cravens Center
- Hosted OVEP/Arts Oasis Roundtable Focus Group Sessions (4) at the Cravens Center

Media Relations

- Editorial Board briefings
- On Campus Meeting with The Desert Sun with the Publisher/Editors/Education Reporter
- Op Ed(s)
- Monday Newsmaker
- Story pitches

Enhanced Tools and Resources - Examples

- Refreshed identity – logo and stationery package; identity guidelines; templates
- Website refresh – College and Foundation, working on Alumni Association solution
- Fact sheets and posters
- Pop up banners
- Budget presentation, fact sheets and messaging
- Outreach presentation template
- Media clips and reprints
- Eblast platform – investigation, recommendation, coordination, templates, ongoing distribution



Work Program 2012/2013

- 1: Strategic Planning Process---develop 3-5 year plan for Foundation
A: November 8th, 9th, 10th 2012 with Lester Consulting
- 2:-Annual Giving programs and memberships/Activities-Events
President's Circle, Business Circle, Auxiliary, Roadrunner Club
--membership outreach/Board member in home events/Membership drives, Speaker series/ Campus activities
- 3: Major Donor solicitation
- 4: Planned Giving Program
- 5: Community Outreach—
 - a: Campus Tours
 - b: Country Club Presentations/Senior Communities
 - c: Speaking engagements
- 6: Scholarships—
A: Adopt a student program and campaign
- 7: Campus Activities and outreach
Develop an internal strategy for outreach
- 8: Visual Arts Building—Naming Campaign—
- 9: Major Events—McCallum
--Potential dates—December 7th, February 20, 21, and April 11
- 10: Marketing Plan---Phase 3
- 11: Grants---opportunities to outreach to public/private foundations and Corporations
- 12: Title V work program items



**Board of Directors Meeting
Wednesday, March 28, 2012 –2:00 P.M.**

Foundation Board Room

A G E N D A

1. **Call to Order** – Donna Jean Darby, Vice President
2. **Public Invitation to speak as per the Brown Act**
3. **Approval of January and February 2012 Board Minutes**
4. **Financials** - Brian Holcombe, Treasurer, and Joanne Padgham, CFO
January and February Financials – Summary review
5. **Alumni Association Report** – Gene Marchu
6. **Review of Marketing Plan—from November to March—4 months**
7. **Visual Arts Building Naming Campaign**
 - a) Fundraising Goal --\$2.5 million
8. **Standing Committee Meeting Reports--Actions:**
 - a) Nominating Committee—Donna Jean Darby
 1. Place into nomination—Slate of Officers
 2. Place into nomination—Slate of Directors
 - b) Investment Committee Report—Joan Busick
 - c) Auxiliary Report on recommendations for expenditures
Action by Foundation Board on recommendations from Auxiliary
 - d) Audit Committee Report—Larry Spicer
 - e) Finance Committee Meeting Report—Brian Holcombe
Preliminary review of Budget for 2012-2013/Work Program
9. **Staff Reports--Actions:**
 - a) Strategic Planning Process, April 2nd session with Rose Lester from 12-5 p.m. in the Cravens Multi-Purpose Room
 - b) Calendar Strategic Planning Session for November 8-9-10
 - c) Proposed Work Program 2012-2013 Discussion
 - d) Events: Gary Sinise and the Lt. Dan Band April 12th at the McCallum
 - e) Naming of the Veterans Resource Center Donation? Naming
10. **New Business:**
11. **Adjournment**

Next Meetings both at the Cravens Multi-Purpose Room:

- April 2 for the Strategic planning Session
- April 25, 2012 for our Annual Meeting



**Board of Directors Meeting
Wednesday, January 25, 2012 - 2:00 p.m.
PSA Room 19**

M I N U T E S

Members Present

Bob Archer, Zerryl Becker, Rick Blanke, Joan Busick, Jean Carrus, Dr. Robert Chell, Peggy Cravens, Donna Jean Darby, Dr. Edwin Deas, Diane Gershowitz, Chuck Hayden, Susan Hunt, Susan Linsk, John Marman, Birgit Moller, Gordon Moller, Dr. Chuck Monell, Mark Nickerson, Jerry Patton, Dominique Shwe, Larry Spicer, Marcia Stein.

Members Absent

Dick Baxley, John Benoit, James Carona, Jim Casey, Melanie Fesmire, Ron Gregory, Brian Holcombe, Kimberly Lee, Gene Marchu, Penny Mason, Bradley Ramos, Raul Rodriguez, Russ Russell, Peter Solomon, Bob Spiegel, Meg Whitcomb.

Staff/Guests

Jim Hummer, Joanne Padgham, Pam Hunter, Kippy Laflame, Sarah Lara-Toney, Peter Sturgeon.

1. Call to Order

Bob Chell called the meeting to order at 3:05 p.m. with a quorum of members present.

2. Brown Act Invitation for Public Comment

No cards to speak were submitted from the public.

3. Approval of Minutes

It was M/S/C Rick Blanke/Diane Gershowitz to approve the October 26th Minutes as distributed.

4. Treasurer Report - Joanne Padgham

Joanne Padgham reviewed the "Financial Summary" reports of November and December 2011 in Brian Holcombe's absence. December revenue and support was \$284,232. For the six months ending December 31, 2011, total revenue was \$1,157,233 minus total expenses of \$791,286 and investment loss of (\$1,046,776) for a decrease in net assets of (\$680,829). It was M/S/C Suzan Hunt/Peggy Cravens to approve the December 31, 2011 financials as distributed.

5. Alumni Association Report - read by Bob Chell

6. Action Items:

- a) Jim Hummer reviewed Peter Sturgeon's Business Development contract for which we will need approval to continue to June 30th. Peter will also be working on scholarships i.e. following up with people that have not renewed the funding and also developing new scholarship donors.
- b) Jim Hummer reviewed Tim O'Bayley's contract for the PR, planning and coordination of our events.
- c) Resolution for Wells Fargo
All signatures represented on the Resolution of Board of Directors Appointment of Wells Fargo are correct
M/S/C Birgit Moller/Mark Nickerson

7. Reports & Presentations:

Bob Chell read a portion of Rose Lester's report. The surveys that were sent to all board members from the Lester group were discussed. He reported that only 31 surveys were completed. The lack of participation negatively impacts the governance study. Several board members complained about the number of questions and how they were worded. Bob reviewed a Power Point presentation on the importance of board engagement. As well Donna Jean pointed out a great article that everyone should read in the Desert Charities entitled: "Board from Hell"

8. Written Reports

Jim hummer gave an overview of upcoming events.

9. Other Business:

- a) Birgit Moller gave a wrap-up summary on the December 4th Chili Cook Off. Total gross income was \$100,465 with expenses of \$27,404 for a Net profit of \$72,971 compared to the \$30 or \$40K projected. The evening was a great success and would only have been better had the attendance been better.
- b) Marcia Stein & Peter Sturgeon talked about their upcoming PC event at the Gershowitz' home. A year-end luncheon with the President was suggested as a "perk" for President Circle members. All board members were asked to submit prospective names that Marcia & Peter will try to bring into the fold. The board members were reminded that everyone on the board is required to be current with their President Circle membership.
- c) Peggy Cravens gave us an update on OEEV. To date over 23 sponsors have donated \$127K. Only 319 tickets are left to sell out the McCallum.

10. Adjournment

Before Bob Chell adjourned the meeting he let everyone know that Sarah Lara-Toney was leaving us. Kind words were spoken of her dedication and great work she did for the Foundation and that she would be missed. The meeting was adjourned at 5:00 p.m.



**Nominating Committee Meeting
March 8, 2012 - 2:00 p.m.
Foundation Board Room**

M I N U T E S

Members Present

Donna Jean Darby, Jean Carrus, Bob Chell, Bob Archer, Diane Gershowitz, Mark Nickerson.

Staff

Jim Hummer, Kippy Laflame.

Call to Order

Donna Jean Darby called the meeting to order at 2:05 p.m. and reminded all present of the confidential nature of the meeting.

Board Member Evaluation

The committee reviewed individual Board members: meeting attendance for the past year, their current status as President's Circle members, do they serve on other committees and event participation. Donna Jean will be calling all to ask for their commitment to continue on the board of directors. They will be asked to sign all 4 of the following forms (Guidelines, Donor Privacy, Confidentiality, Conflict of Interest) that will be emailed to them. Forms must be signed and sent to the Foundation office by Friday, March 23, 2012. Following the review process, it was agreed to send a thank you for past service letter to the following members: Dick Baxley, Jim Casey, Melanie Fesmire, Eduardo Garcia, Brad Ramos, Raul Rodriguez, Stewart Weiner, and Meg Whitcomb. They will not be invited to remain on the Foundation Board.

2011/2012 Slate of Officers

Members discussed candidates who have agreed to serve in the following officer positions.

The new slate of officers that will be announced to the board is as follows:

Position	Name	M/S/C
President	Dr. Robert Chell	Bob Archer/Mark Nickerson
Vice President	Donna Jean Darby	Bob Chell/Jean Carrus
Secretary	Mark Nickerson	Donna Jean Darby/Bob Archer
Treasurer	Brian Holcombe	Diane Gershowitz/Mark Nickerson

Actions and Discussions

We must clarify the situation of Chuck Hayden being on the Executive when Bonnie Stefan is the present Trustee chair. An email will be sent to Jerry Patton's office for clarification.

Attendance to meetings and workshops are very important and part of the criteria that board members are evaluated by. Of special note is the upcoming Rose Lester Board Governance meeting on April 2nd from 12-5. As well, the upcoming Fall Board Orientation on November 8-9-10

Adjournment

Donna Jean adjourned the meeting at 3:22 p.m.

Minutes taken by Kippy Laflame, Executive Assistant



2012-2013 Foundation Board Slate of Officers & Directors

Officers

Dr. Robert Chell, President
Donna Jean Darby, Vice-President
Mark Nickerson, Secretary
Brian Holcombe, Treasurer

Directors

Robert Archer
Zeryl Becker
John J. Benoit
Rick Blanke
Joan Busick
James Carona
Jean Carrus
Peggy Cravers
Dr. Edwin Deas
Diane Marcus Gershowitz
Ron Gregory
Chuck Hayden
Susan Hunt
Mary Latta
Kimberly Lee
John Marman
Penny Mason
Birgit E. Moller
Gordon Moller
Dr. Chuck Monell
Jerry Patton
Russ Russell
Dominique Shwe
Peter Salaman
Larry Spicer
Bob Spiegel
Mardia Stein



**Investment Committee Meeting
Friday, March 9, 2012 - 2:00 p.m.
COD Foundation Board Room**

M I N U T E S

Members Present

Joan Busick, Birgit Moller, Susan Hunt, Bob Archer,

Staff/Guests

Joanne Padgham, Kippy Laflame, Jim Hummer, Gary Hall, Rhondi Edwards, Perry Zeigler, Ryan Chavez, Brian Hsieh.

Call to Order

Chair Joan Busick called the meeting to order at 2:05 p.m.

A. Actions for Consideration

Endowment Spending Policy reviewed and discussed.

Recommendation to the Board to continue with a 3% rate of spending on endowments

M/S/C Bob Archer/Joan Busick

B. Review of COD Investment Situation – Joanne Padgham

Reported the fixed income analysis of combined portfolios as of December 31, 2011. Percentage of assets under management reported as follows: 15% in cash; 41% in fixed income; and 32% in equities. The detail of Investment income (expense): realized gains \$11,389 and unrealized gains of (\$880,734); interest & dividends earned were \$285,592 less broker fees of (\$27,411) for a total of (\$611,464). Cash was \$3,117,398. Total combined investments are \$20,158,162 with current yields ranging from 0.00% to 0.25%.

C. Economic Outlook and Performance Review

Each committee member received reports from ML and WF (Merrill Lynch, Wells Fargo). Presentations were made by each company. Our IPS (Investment Policy Statement) was discussed at length and whether or not it should be realigned with the reality of the economic climate. It was suggested that both ML and WF should come up with recommendations for the Committee of how to change the ranges for the IPS making them more flexible. Another point of discussion is the amount of cash we have on hand (15%) when our IPS states we should have 3%. Wells Fargo requested a copy of the Capital Campaign Addendum from Joanne as well as direction about the Morgan Stanley Fund portfolio.

Adjournment: Meeting adjourned at 4:00 p.m.

Discussion of Quarterly Meetings Schedule:

- April 24, 2012 from 3:00 - 5:00pm
- July 17, 2012 from 3:00 - 5:00pm

- October 23, 2012 from 3:00 – 5:00pm
- January 22, 2013 from 3:00 – 5:00pm
- April 23, 2013 from 3:00 – 5:00pm

The next meeting will be, April 24, 2012 starting at 3:00p.m. in the Foundation Board Room.

Minutes taken by Kippy Laflamme, Executive Assistant



Audit Committee Meeting

Monday, February 27, 2012 - 3:30 p.m.

Foundation Board Room

Minute s

Members Present:

Larry Spicer, Bob Spiegel, Charles Monell, Gordon Moller

Staff/Guests:

Joanne Padgham, Kippy Laflame

Call to Order -

Larry Spicer, Chair, called the meeting to order at 3:30 pm with a quorum of members present.

Actions & Recommendations:

Discuss and approval of Brabo & Carlsen's engagement.

Recommendation that the Board accept to retain Brabo & Carlsen at the rate of \$16,750 for the next 4 years through June 30, 2015.

M/S/C Bob Spiegel/Gordon Moller

Other Business

Joanne to schedule a meeting with Brabo & Carlsen and Audit Committee in early September to review their recommendations.

Adjournment

Larry Spicer adjourned the meeting at 3:45 pm



**Finance Committee Meeting
Thursday, March 22, 2012 - 3:30 p.m.
COD Foundation Board Room**

M I N U T E S

Members Present

Brian Holcombe, Diane Denkler, Dr. Edwin Deas, Peter Solomon

Staff/Guests

Joanne Padgham, Kippy Laflame, Jim Hummer,

Call to Order

Chair Brian Holcombe called the meeting to order at 3:40 p.m.

A. Actions for Consideration

Proposed 2012/2013 Budget was presented to the committee for review.

Recommendation that the Foundation review expenditures and return a revised budget for the Committee to review on April 5, 2012.

Adjournment: Meeting adjourned at 4:15 p.m.

Discussion of Monthly Meetings Schedule:

Third Thursday of the month at 3:30

The next meeting will be, April 5, 2012 starting at 3:30p.m. in the Foundation Board Room.

Minutes taken by Kippy Laflame, Executive Assistant