



Foundation Board Planning Session
Minutes for Wednesday, October 28, 2020
8:00 AM – 1:10PM
Zoom

Video: <https://cccconfer.zoom.us/j/93732394096?pwd=MEVmWkRSdHpoV09Kd2loRmpUSTd1dz09>

Meeting Participants

Voting Board Members Present (17)

Bill Chunowitz (Chair), Christine Anderson, Norma Castaneda, Peggy Cravens, Carol Bell Dean, Marge Dodge, Barbara Fromm, Jim Greene, Paul Hinkes, Jim Johnson, Thomas Minder, Joanne Mintz, Barbara Foster Monachino, Marlene O’Sullivan, Diane Rubin, Jane Saltonstall and Jim Williams

Non-Voting Board Members Present (4)

Catherine Abbott, Kim Dozier, Joel Kinnamon, and John Ramont

Non-Voting Board Members Not Present (1)

Ruben Perez

Board Members Not Present (5)

Melinda Drickey, Rob Kincaid, Donna MacMillan, John Monahan and Aurora Wilson

Guest(s) & Staff

Amaray Alvarez (College Student), Jeff Baker, Gailya Brown, Christine Bruno (Edie Bailly), Liz Chambers, Marion Champion, Brian De Los Santos (Desert Sun), Matthew Durkan, Brandon Harrison (Edie Bailly), Laine Henry (College Student), Pam Hunter, Janet Levine (Facilitator), Kayci Lydeen, Amanda McCarthy, Julie Makinen (Desert Sun), Juli Maxwell, Annebelle Nery, Kirstien Renna, Mike Rodriguez, John White and Marc Zacovic

Recorder

Eve-Marie Dehondt

Meeting Minutes

1. Call to Order/Roll Call

1.1 Call to Order

The meeting was called to order at 8:02AM.

Bill Chunowitz introduced Matthew Durkan, Director of Development and Juli Maxwell, Substitute Administrative Specialist, who have joined the Foundation in October 2020.

Peggy Cravens joined the meeting at 10:59AM.

2. Approval of Agenda

2.1 Approval of Agenda: Foundation Board of Directors Planning Session of October 28, 2020: Pursuant to Government Code Section 54954.2(b)(2), the Board may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.2 Confirmation of Agenda: Approval of Agenda for the Board Planning Session of October 28, 2020 with any addition, correction or deletions.

2.2 Conclusion

The agenda was approved as presented. Motion carried.

2.2 Follow-up Items

2.2 Task of

2.2 Due by

None	None	None
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3. Approval of Minutes

3.1 Approval of September 30, 2020 Regular Foundation Board Meeting Minutes

Diane Rubin moved to approve the minutes, Joanne Mintz seconded. Motion Carried.

3.2 Approval of October 13, 2020 Regular Foundation Audit Committee Meeting Minutes

Diane Rubin moved to approve the minutes, Joanne Mintz seconded. Motion Carried.

3 Follow-up Items

3 Task of

3 Due by

None	None	None
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4. Comments from the Public

4.1 Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until October 27, 2020 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public.

5. Action and Discussion Items

5.1 Review and Approve the 2019-2020 Audit Report (Eide Bailly)

Brandon Harrison from Eide Bailly presented the 2019-2020 Audit report. Brandon Harrison indicated that despite the pandemic, his firm was able to follow the same audit process as usual, since they received all the necessary information electronically.

Diane Rubin reported that the Audit Committee was informed that this was a smooth audit and that all the findings and comments from the previous years were implemented, and there was no repeat finding from the past fiscal report. Diane Rubin thanked the auditors for completing the audit timely during the COVID-19 pandemic, and she thanked Kirstien Renna, Mike Rodriguez and Catherine Abbott for their hard work on the Audit.

5.1 Conclusion

Diane Rubin moved to approve the 2019-2020 Audit Report, Jim Johnson seconded. Motion Carried.

5.1 Follow-up Items

5.1 Task of

5.1 Due by

None	None	None
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5.2 Review and Approve the Financial Statements from April 2020 to August 2020

Kirstien Renna presented the Financial Statements from April 2020 to August 2020.

The Board discussed the 23% represented by Fundraising Expenses and Management & General Expenses Fee. Tom Minder reported that the Finance & Investment Committee have discussed this topic and they do not anticipate that the percentage will be different this last fiscal year.

Tom Minder thanked Kirstien Renna for her hard work and for showing all the necessary detail in the report given the current circumstances.

5.2 Conclusion

Christine Anderson moved to approve the Financial Statements from April 2020 to August 2020, Tom Minder seconded. Motion Carried.

5.2 Follow-up Items	5.2 Task of	5.2 Due by
None	None	None

5.3 Why I Serve (Facilitator – Janet Levine)

Bill Chunowitz and Catherine Abbott introduced Consultant Janet Levine, who facilitated the Board Planning Session.

5.3.1 Breakout Rooms – Assignment and Report Out

The Board went into four breakout rooms to discuss the reasons why they serve and reported out to the main group on the following questions:

- What do I value at COD Foundation?
- What does the Foundation give to the community? (define which community(ies) you are thinking about)
- What serving on the Board gives to me?
- What do I give to the Foundation?

The groups reported as follow:

Group 1: Jim Williams reported for the first breakout room. This group shared its passion for helping the students and valued the mentoring of students that can be done through much different ways other than just providing scholarships. The goals of the training is for students to be successful. The group was positive that the internships programs that the Board is working on creating with several businesses would be very beneficial for students, and discussed about having the Board get involved to mentor the students in these programs. For example, the Board could help the students prepare for interviews or drafting are resume, etc.

Group 2: Marlene O’Sullivan reported for the second group. They discussed how positive it is that the College keeps the talent in the Desert. The Foundation helps providing funding to many students with lower income, who would not be able to attend advanced education otherwise. Students are graduating with skills that will help them get a successful career. This group also shared how they appreciated the Foundation Board’s dedication and passion as Board members do not only bring funding, but also work well with each other to serve the students and the community.

Group 3: Jane Saltonstall reported for the third group. They valued the fact that the Board was provided with a full Board Packet including many valuable information, which shows how active the Foundation is. They were pleased to be a part of an organization that has a dedicated staff and appreciated that the College takes the lead strategically as their mission is clear, and therefore, the Foundation’s mission is very clear. This helps the Board knowing why they are raising money for, and helps them make a difference within the community. This makes the Coachella Valley extremely competitive and helps the students to return to the Coachella Valley. Finally, that group liked the fact that 75% of the money raised was given back, and was pleased with the great work being done by the Board members and by their positive energy.

Group 4: Tom Minder reported for the fourth breakout room. They discussed the fact that nowadays, getting a higher education is becoming a requirement, but is it also getting quite unaffordable, and for this reason, they valued the Foundation’s financial support. They discussed that they decided to be involved with the Foundation because when they studied, they benefited from the different options offered by College of the Desert, or other colleges they attended, such as Child Care Centers where they could leave their kids while studying, or get prepared meals from the Culinary departments, etc. Therefore, they felt that serving on the Board was not only a privilege but also an obligation to give back to the community for all they had received in their lifetime.

5.3 Conclusion

The Board positively responded to the breakout session and recommended organizing short breakout sessions on a regular basis during Board meetings, which would give them the opportunity to discuss on various topics and be acquainted with each other. They recommended constantly switching the groups to allow getting to know each other.

5.3 Follow-up Items

5.3 Task Of 7.3 Due by

<p>The Board asked to organize short breakout sessions regularly during Board meetings, which would give them the opportunity to discuss on various topics and be acquainted with each other. They recommended constantly switching the groups.</p>	<p>Catherine Abbott</p>	<p>Future Board meetings</p>
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5.4 Mission Moment: Julie Makinen & Desert Sun Interns

Julie Makinen, Executive Director at the Desert Sun, and Brian de Los Santos, Digital Strategist, introduced College students, Laine Henry and Amaray Alvarez

5.6 Review and Approve the Strategic Plan (Catherine Abbott)

Catherine Abbott presented the Strategic Plan to the Board Members who then went into four breakout rooms to discuss and on the following questions:

- What is right on the mark
- What's missing and needs to be there
- What should be pushed out until next year when we will create a more robust 3-year plan

Group 1: Carol Bell Dean reported for the first breakout room. They found the Strategic Plan phenomenal. They were hoping to see the President's Circle to increase at 100% versus the 25% indicated on the plan. They also discussed the Foundation database, which requires a thorough clean up and discussed the alumni database, which includes thousands of students, but was not included in the plan. Due to the time constraint, the group could not answer any further questions.

Group 2: Barbara Fromm reported for the second group, who found the Strategic plan to be very forthcoming and they were hoping that the majority of it could be accomplished. They wanted some clarifications on the monetary goals listed and how to achieve them. As well, with the current pandemic, the group discussed how people have been affected economically and they were worried that some of these goals may not be attainable. They would like Catherine Abbott or Matt Durkan to provide insights on how to achieve these.

Group 3: Jim Johnson reported for the third group, who was very pleased with the Strategic Plan and thought it brought the Foundation to a greater level. They identified their biggest challenge as being the lack of context on how the main goals had been prioritized and asked for further clarification on this. They also were concerned about how these goals could be reached over the year, due to the size of the organization.

Group 4: Diane Rubin reported for the fourth group, who was very positive regarding the Strategic Plan. The group discussed how the plan should be realistic and attainable, so that the management and the Board would not feel like they miss the mark if they do not meet the goals, but instead have a sense of success in attaining the goals. The group also discussed that given the pandemic; the Foundation could easily focus on the non-monetary driven goals, such as Goal #3, which is to improve the infrastructure of organization to strengthen the

relationship with College of the Desert. The group felt that the other goals should be stretched out to over a year, should be realistic and prioritize the goals given the current pandemic.

Janet Levine thanked the Board Members for their participation and reinforced that they should not be intimidated by the pandemic to fundraise, as actually, many organizations are currently doing better with virtual events and have been able to obtain significant funding.

Catherine Abbott provided some insights on the monetary figures included in the Strategic Plan, and on how they align with the Annual Campaign. She encouraged the Board to have a full involvement and participation in the Campaign to make it successful.

Regarding the goals’ prioritization, Catherine Abbott reminded the Board that Consultant Jeff Bagel evaluated the Foundation and its relationship with the District in March 2020. He provided a report, which is what was used as a base to create the Strategic Plan, and during this rebuilding year, the two main priorities identified were the infrastructure of the Foundation and Fundraising.

5.6 Conclusion

Barbara Fromm moved to approve the Strategic Plan, Carol Bell Dean seconded. Motion Carried.

5.6 Follow-up Items

5.6 Task of

5.6 Due by

None	None	None
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5.7 Board Governance (Facilitator – Janet Levine)

Janet Levine provided a presentation on the Board Governance, which outlined the four duties of a high-achieving Board and the Executive Director’s responsibilities versus the Board’s. While the Board is responsible for Governance, the Executive Director is responsible for Management, as shown in the table below.

Board Responsibilities	ED Responsibilities	Shared Responsibilities
Hiring, nurturing, and sometimes firing the ED	Hiring, firing, and supervising all other staff	Fundraising
Ensuring legal compliance	Daily oversight of operations, finance, and programming	External communications

Ensuring proper financial safeguards and legal/ethical use of funds	Serving as liaison between staff, board, and the College constituencies	Strategic planning
Ensuring that programs are effective and in alignment with the mission		Board development
Setting/approving policies	Setting/steering the direction of the Foundation	Board development

The Board was polled on their involvement and the results showed that the majority of them was very passionate for the College and willing to do what it takes, including introducing people to the Foundation and asking them for support.

Janet Levine explained how fundraising is not only about raising money, but also about being ambassadors for the College. Board Members should be advocates of the College and the Foundation by talking about it, and share their experience and the reason why they are involved with their network. This would encourage people they talk to, enquire either about how they could be involved, or to donate to the College. Fundraising is about having the right person, asking the right prospect, to support the right project, at the right time and in the right way. Board Members should constantly be asking people to join them in supporting the College, for instance by buying a ticket to an event, or by thinking about putting the College into their trust or as a beneficiary of a life insurance policy, etc. Planned giving programs are very successful and can represent an important part of the annual revenue.

Janet Levine also commented that the duties of the Development Director is to fundraise and cultivate donors, however, their work is more beneficial if they partner with the Board to find out who they know and how to be introduced.

5.7 Follow-up Items	5.7 Task of	5.7 Due by
None	None	None

5.8 Presentation II from College of the Desert Superintendent and the Executive Cabinet (Dr. Joel Kinnamon, Jeff Baker, Dr. Annebelle Nery, John White and Dr. Mark Zacovic)

Dr. Joel Kinnamon and the Executive Cabinet continued with their presentation. A copy of the full presentation was distributed to the Board members after the Planning Session.

5.8 Follow-up Items

5.8 Task of

5.8 Due by

None	None	None
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6. Other items

Janet Levine thanked the Board Members and all participants and concluded the session. Bill Chunowitz and Catherine Abbott thanked Janet Levine for facilitating the Board Planning Session.

Bill Chunowitz also thanked and acknowledged the Board, the Staff and the Faculty members for their hard work, support and involvement for the Planning Session. He also made a special acknowledgment for past Board Member Donna Jean Darby.

Carol Bell Dean provided information to the Board regarding the upcoming President’s Circle virtual events that will take place on December 9 and ask for the Board’s participation and support for that event.

7. Adjournment

The Foundation President adjourned the meeting at 1:12PM.

Next Meeting: Wednesday, December 2, 2020 – 3:00PM – Zoom