



Foundation Regular Executive Committee Meeting

Minutes for Tuesday, September 14, 2021

3:00PM

Zoom Video:

<https://cccconfer.zoom.us/j/91435684770?pwd=VnlKaTBQajNFU3l6OFZiamZWVG1ydz09>

Meeting Participants

Voting Committee Members Present

Christine Anderson (Chair), Bill Chunowitz, Marge Dodge, Barbara Foster Monachino, Tom Minder, Joanne Mintz, Diane Rubin and Jane Saltonstall

Non-Voting Committee Members Present

Catherine Abbott and Martha Garcia

Committee Members Not Present

Barbara Fromm, John Ramont and Bonnie Stefan

Recorder

Eve-Marie Dehondt

Guests

Kirstien Renna

Martha Garcia left the meeting at 3:17PM.

Diane Rubin left the meeting at 3:28PM.

Meeting Minutes

1. Call to Order/Roll Call

1.1 Call to Order

The meeting was called to order at 3:02PM.

1.2 Welcoming the new College Superintendent/President, Martha

Garcia, Ed.D.

Dr. Christine Anderson officially introduced and welcomed Dr. Martha Garcia, College of the Desert new President/Superintendent. Dr. Garcia indicated that she is committed to serve the students as needed and she looks forward to meeting and working closely with the Foundation Board.

2. Action Items

2.1 Approval of Agenda: Foundation Regular Executive Committee Meeting of September 14, 2021 Agenda: Pursuant to Government Code Section 54954.2(b)(2), the Committee 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).

2.1 Confirmation of Agenda: Approval of Agenda for the Regular Executive Committee Meeting of September 14, 2021 with any addition, correction or deletions.

Item 5.5 of the agenda was tabled to the next Executive Committee meeting, as Barbara Fromm was not in attendance.

2.1 Conclusion

Bill Chunowitz moved to approve the agenda as amended, Joanne Mintz seconded. Motion carried.

2.1 Follow-up Items

2.1 Task of

2.1 Due by

2.1 Follow-up Items	2.1 Task of	2.1 Due by
Item 5.5 of the agenda "Nominating Committee update" was tabled to the next Executive committee meeting.	Eve-Marie Dehondt	October 13, 2021

3. Minutes

3.1 Approval of the Special Foundation Executive Committee Meeting Minutes – August 24, 2021

Tom Minder asked for the following updates of the minutes:

- **Item 5.2.1 “Approval of Marketing Contract with Competitive Advantage”:**

Update the paragraph to read “The Foundation should pay Competitive Advantage for the work done (under \$25,000), and they should complete their work on Stepping Out for College of the Desert. The Foundation will revisit the contract after information about the conflict of interest has been received and after other bids are received.”

- **Item 5.3 “Endowment of \$18M from Mackenzie Scott”:**

Update the sentence of the second paragraph from “Legally, she could not” to “According to the letter received by the Foundation, she could not”.

The minutes were approved as updated.

Barbara Foster Monachino and Marge Dodge abstained from voting, as they were not present at the meeting.

4. Comments from the Public

4. 1 Comments From The Public: 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 September 13, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Discussion & Action Items

5.1 Foundation Update (Catherine Abbott)

5.1.1 Overview of College of the Desert and College of the Desert Foundation

Catherine Abbott provided an overview of the College of the Desert and College of the Desert Foundation recent activities to the Executive Committee.

She reported that the Desert Sun recently concluded its Summer Bruce Fessier Internship Program for three College of the Desert students, which was funded through the Bruce Fessier Internship Scholarship Fund and during which, students had the chance to cover news and write news stories. She shared some of the student’s highlights during their internship programs.

Catherine Abbott indicated that Liz Chambers, Planned Giving Consultant, added another couple to the Legacy Leader program, and that she will provide an update during the next Board Meeting.

Catherine Abbott shared that she had the pleasure of a brief introduction with Dr. Martha Garcia who is committed to support the students. Her words to her short-term goals were to “engage, engage and engage!”

A calendar of the year will be provided to the Board members along with their Board packets in September. This calendar includes all the events, committee, and board meetings information for the Foundation and for the College. It will be updated throughout the year. Christine Anderson acknowledged Joanne Mintz who suggested the creation of such a calendar to keep the Foundation Board organized and informed.

5.1.1 Follow-up Items	5.1.1 Task of	5.1.1 Due by
None	None	None

5.1.2 Campus Access for Board Member Process

Catherine Abbott provided information on the process for campus access for Board members. The campus police will ask individuals to complete a test on the “Sway” application, which can be downloaded from App Stores using the code “96639”. The application will ask to answer a list of questions, including a report of the individual’s temperature. The campus police will also take the individual’s temperature at the entrance, check that the application has been completed ahead of time, and will provide a bracelet to wear on Campus before giving permission to enter. The only entrance for the Palm Desert Campus is currently on Fred Waring Dr., and it is preferable to avoid entering campus at 8 AM as delays happen with people arriving early.

The Committee discussed the option of having the Committee meeting held in person in the Foundation Office this Fall. Catherine Abbott indicated that due to the requirement of social distancing, the room was not able to accommodate the Committee meetings requiring more than seven people seated. As well, the Cravens multipurpose room has been deemed not spacious enough to host the Board meetings, and therefore, a contract has been signed with Desert Willow Golf Resort to host the October Board Planning Session. The Committee agreed to host the September Board meeting on Zoom as many members will not have returned to the Valley by then.

The Foundation Board will be asked to follow the Desert Willow’s Covid practice requirements during their October meeting. More information will be obtained and provided to the Board ahead of time. Catherine Abbott also reminded the Committee that committee and board meetings are public, and therefore, need to be hosted in a place that would allow public participation.

5.1.2 Follow-up Items**5.1.2 Task of****5.1.2 Due by**

None	None	None
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5.1.3 Support for Vaccine Incentive

Catherine Abbott reported that with possible vaccine mandates on the horizon, the College Leadership is considering an incentive plan for students to get their shots. This discussion came prior to the Biden’s administration announcement, encouraging States to offer \$100 per individual to stop the spread of the virus, as cases are on the rise. Catherine Abbott will discuss further with Dr. Martha Garcia on this topic and will get back to the Foundation Board on whether they will enquire their supports in addition to the Federal funding.

5.1.3 Follow-up Items**5.1.3 Task of****5.1.3 Due by**

None	None	None
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5.2 Audit Update (Diane Rubin and Kirstien Renna)

Diane Rubin indicated that an audit draft has been received and reviewed by her and Kirstien Renna. She was pleased to report that the net asset went from \$33 million to \$55 million. The net income for the year is \$21,870,000. The Audit Committee meeting where the audit will be reviewed is scheduled on September 27, 2021. It will then be brought to the full Board for approval. Diane Rubin acknowledged Kirstien Renna and Mike Rodriguez for their hard work on the audit.

5.2 Follow-up Items**5.2 Task of****5.2 Due by**

None	None	None
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5.3 Marketing RFP Update (Catherine Abbott)

Three marketing proposals will be brought to the Finance & Investment Committee meeting on September 22 for review from the following firms:

- Eldertree
- CV Strategies
- Competitive Advantage (subsidiary of HR Advantage, owned by Norma Castaneda)

As contracting Competitive Advantage might look like a conflict of interest, the Foundation Conflict of Interest policy states the following: *"not all conflict of interest are necessarily prohibited or harmful. However, full disclosure of all actual and potential conflicts and a determination by the disinterested board members - with the interested Board member recused from participating in debates and voting on the matter - are required. All actual and potential conflict of interest shall be disclosed by Board members to the Foundation Executive Committee through the annual disclosure form and/or whenever a conflict arises. The disinterested members of the Foundation Executive Committee shall make a determination as to whether a conflict exists and what subsequent action is appropriate, if any. The Foundation Executive Committee shall inform the Board of such determination and action, so the board shall retain the ultimate enforcement authority with respect to the interpretation and application of this policy."*

Catherine Abbott confirmed with the auditors that contracting Competitive Advantage would not constitute an issue, as long as the Conflict of Interest policy is followed and adequate disclosure is provided.

The Committee discussed the potential risk to go in contract with a Board member, in case issues arise which would cause them to resign from the Board. They all agreed that receiving competitive bids are important, and represent the appropriate documentation and records, in the event that the Foundation chooses a firm with a potential conflict of interest. The records would then ensure that the Foundation made a reasonable decision.

The Committee confirmed that the bids should be easily comparable for a decision to be made, by using per hour basis charges for instance. They agreed that for the next year, an appropriate and transparent RFP should be done for the marketing firms. As the process could take up to six months, this should be started in early 2022. At this time, Theresa Maggio from Competitive Advantage is doing some work for the Foundation on a needed basis, but no official contract has been signed.

Christine Anderson pointed out that there might be no RFP requirements for professional services or freelancers, but that this should be verified to ensure proper procedure is followed.

5.3 Conclusion

The Executive Committee agreed that this topic should be discussed at the Finance and Investment Committee meeting first, then come back to the Executive Committee to identify if there is a conflict of interest, and then go to the Board for final approval.

5.3 Follow-up Items	5.3 Task of	5.3 Due by
The Foundation should verify if RFPs are required for professional services/freelancers such as marketing firms.	Catherine Abbott	September 2021
This agenda item should be brought to the September 22 Finance and Investment Committee meeting	Catherine Abbott	September 22, 2021

5.4 Budget Update (Kirstien Renna)

Kirstien Renna provided an update on the Budget and a presentation on the documents distributed in the Executive Committee meeting material packet.

The Committee discussed the Stepping Out for College of the Desert budget, which still shows \$75,000 available, despite the Executive Committee’s decision to increase it to \$190,000 in July 2021.

Kirstien Renna explained that in order to update the budget, this first needed to be taken this to the Finance & Investment Committee at their meeting on September 22, as it is not real a budget increase per say, but rather an adjustment to it. Therefore, the Finance & Investment Committee needs to provide input on what other line items should be adjusted to accommodate this increase to the Stepping Out budget.

Secondly, she indicated that the entertainment contract that was signed for the Stepping Out for College of the Desert event was significantly lower than anticipated, whereas the budget was originally increased to accommodate a more expensive contract. This will need to be discussed by the Finance & Investment Committee for them to adjust appropriately the budget for Stepping Out for College of the Desert.

Kirstien Renna also noted that there are currently \$75,000 dedicated to the special events, and an additional \$40,000 for the marketing for all special events, which makes the initial budget for Stepping Out at \$115,000. She made a five-year comparison of the expenditures for Stepping Out, which showed an average of \$150,800, and therefore, she projected that \$160,000 would be necessary for this year.

5.4 Conclusion

The Executive Committee made the recommendation to the Finance & Investment Committee to adjust the Stepping Out for College of the Desert Budget to an average of \$160,000 for this year and next.

5.4 Follow-up Items	5.4 Task of	5.4 Due by
The Executive Committee made the recommendation to the Finance & Investment Committee to adjust the Stepping Out for College of the Desert Budget to an average of \$160,000 for this year and next.	Kirstien Renna	September 22, 2021

5.5 Nominating Committee Update (Barbara Fromm)

This item was tabled to the next meeting as Barbara Fromm was not present.

5.5 Follow-up Items	5.5 Task of	5.5 Due by
This item was tabled to the next meeting as Barbara Fromm was not present	Eve-Marie Dehondt	October 13, 2021

5.6 Stepping out for College of the Desert Update (Barbara Foster Monachino & Jane Saltonstall)

Barbara Foster Monachino provided an update on Stepping Out for College of the Desert. She indicated that the contract with entertainer Ann Hampton Callaway has been signed. The Stepping Out for College of the Desert Committee members were not pleased that the entertainer was chosen during the summer, without consultation at the Committee level. However, Barbara Foster Monachino indicated that the contract’s signature had to be done quickly in order to ensuring securing a great artist within the budget range before all options were no longer available.

The Memorandum of Understanding with the McCallum Theater is being looked after. The Stepping Out Committee set out the goal for the Committee to raise \$500,000 for this year’s event. The event needs to be a success in order to be well positioned for the 2023 gala, which will celebrate the Foundation’s 40th year anniversary.

The Committee formed four Ah-hoc Committees as follows:

- Entertainment: will monitor the agreement and look into entertainment for 2023, for the Foundation’s 40th anniversary.
- Sponsorships
- Pre & Post Events
- Budget/Finance

Tom Minder agreed to step in as Chair of the Entertainment Ad-hoc committee as Marlene O’Sullivan, who had agreed to chair originally, had to step out temporarily for health reasons.

The Stepping Out Committee is looking into where to host their pre and post events, which are benefits of the sponsorships. Marge Dodge agreed to help trying to figure it out.

Barbara Foster Monachino also reported some challenges with the “Save the date” material in terms of the information that is allowed to be displayed, according to Ann Hampton Callaway’s contract. Matt Durkan is looking into this with her representatives on this topic. Ms. Callaway agreed to do a meet and greet and a master class with the students, if possible with Covid restrictions. Jane Saltonstall pointed out other challenges with the marketing material, as it currently contains a picture of Linda Ronstadt, which may cause the confusion to the sponsors that Linda Ronstadt will be performing along with Ms. Calloway, when in fact, Ms. Calloway is only performing Linda Ronstadt’s Songbook. The Ad-Hoc Committee will be looking into this shortly.

The Ad-Hoc Committees are expected to meet prior to the next Stepping out Committee meeting scheduled on October 5th and to report on their actions and solutions to all these challenges.

5.6 Follow-up Items	5.6 Task of	5.6 Due by
None	None	None

5.7 Academic Angels (Marge Dodge)

Marge Dodge provided an update on the quarterly Academic Angels newsletter, which helped increasing membership. She thanked Amanda McCarthy, Linda Weakley and Catherine Abbott for their hard work on this project.

Marge Dodge thanked Catherine Abbott for bringing the Leadership Coachella Valley program to life, as it brought revitalization to the Academic Angels and provided them with a purpose. The Foundation received 37 applications for the Learning to Lead program for this 10-month program, and 4 students were selected:

- Dakota De La Torre
- Vanessa Mejia
- Sergio R. Munoz
- Matthew Rubio

The Academic Angels cover the \$950 entry fee to the program, and provide an additional \$1000 scholarship. The Academic Angels Committee agreed to focus on

raising funds for the Leadership Coachella Valley for the next ten months, while the program is ongoing for its first year. The great number of application received represent a great tool to convey the need for additional funding next year.

The welcome back membership tea is scheduled on November 18, 2021 from 3PM to 5PM at Barbara Fromm’s house in Indian Wells. Coeta Barker Foundation donated \$5,000 to support this event, which will cover the catering from Lulu’s California Bistro. Formal invitations for the event should be sent by October 1 from the Foundation. The event will comprise a presentation from Jan Harnik and Shawn Abramowitz, an acknowledgment from Marge Dodge on the members’ support, and the introduction of the four students selected for the Learning to Lead program.

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

5.8 Student Board Member

Christine Anderson reported that she has reached out to Carlos Maldonado, Interim Associate Dean, Student Services, Student Success, and she will provide an update on the Student Board Member when she hears back from him.

5.8 Follow-up Items	5.8 Task of	5.8 Due by
Christine Anderson will provide an update on the Student Board Member when she hears back from Carlos Maldonado.	Christine Anderson	When information is received

5.9 Reminder of the Board planning Session on October 27, 2021

The Committee was reminded of the Board Planning Session that is scheduled on Wednesday, October 27, 2021 from 9AM to 5PM at the Desert Willow Golf Resort.

5.9 Follow-up Items	5.9 Task of	5.9 Due by
None	None	None

6. Adjournment

The Chair adjourned the meeting at 4:20PM.

Next meeting: Wed, October 13 at 1PM Via Zoom