



**Foundation Board of Directors Regular Meeting
(Wednesday, September 27, 2023)**

Generated by Juli Maxwell on Friday, October 13, 2023

1. CALL TO ORDER/ROLL CALL

Procedural: 1.01 Call to order

Diane Rubin called the meeting to order at 3:03pm

1.02 Roll Call

Board members present: Barbara Foster Monachino, Bill Chunowitz, Carol Fragen, Diane Rubin, Jake Wuest, Jane Saltonstall, Jenell VanDenBos, Marge Dodge, Norma Castaneda, Rob Moon, Tom Minder

Board members absent: Chris Anderson, Charles Vinci, Dale Landon, Donna MacMillan, Jim Greene, Jim Williams, Marlene O'Sullivan, Paul Hinkes, Shari Stewart, Connie Lurie

Board members on Zoom but not counted in quorum: Joan Lamb, Carol Bell Dean

Non-Voting Members Present: Rod Garcia, Corbyn Wild, Laura Hope

Guests: Catherine Abbott, Gailya Brown, Elena Moiseeva, Kirstien Renna, Mike Hofacre

RECORDER: Juli Maxwell

2. AGENDA

Procedural: 2.01 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)

Procedural: 2.02 Confirmation of Agenda: Approval of agenda for the Foundation Regular Board of Directors Meeting of September 27, 2023 with any additions, corrections, or deletions.

Diane Rubin asked to pull items 6.01 and 6.02 from the agenda.

Agenda was approved as amended.



3. MINUTES

3.01 Approval of the May 24, 2023 Foundation Board of Directors Annual Meeting Minutes

May 24, 2023 minutes were approved.

4. PUBLIC COMMENTS

Information: 4.01 Public Participation and Public Comment: In person and remote public participation is allowed and will be accepted in person, by email to codfoundation@collegeofthedesert.edu and submitted for the record during public comment or by using the raise your hand function by joining the Zoom link:

<https://collegeofthedesert->

[edu.zoom.us/j/5066201567?pwd=ZW5DRzY3TTk1ekRudGRpZy9iNnFzUT09](https://collegeofthedesert-edu.zoom.us/j/5066201567?pwd=ZW5DRzY3TTk1ekRudGRpZy9iNnFzUT09). There is a time limit of three (3) minutes per person. All comments must be submitted or brought forward prior to the end of the public comments section. Accommodations for Persons with Disabilities: Persons with disabilities may make a written request for a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the Board meeting. All requests should be directed to the Foundation Office in advance via email to codfoundation@collegeofthedesert.edu.

No public comments.

5. REPORT ITEMS

Reports: 5.01 Board of Trustee Liaison - Ruben Perez

Ruben Perez was not present.

Reports: 5.02 Superintendent/President - Laura Hope

Laura Hope was introduced to the board and welcomed. Laura gave an introduction and an update on what she is working on currently. She is finishing her 3rd month as college President/Superintendent. She reported that the school now has a PIO, Nicholas Robles. Laura reported that she has been going to listening sessions throughout the community as part of the Educational Master Plan process. Laura also talked about the student's transportation challenge and working with Sunline. The board welcomed Laura and are looking forward to working with her.

Reports: 5.03 Board Chair - Diane Rubin

Diane welcomed back all of the staff as well as the board. Diane encouraged everyone to have clear set goals and to pursue them this coming year.

Reports: 5.04 Executive Director - Catherine Abbott

Cathy welcomed everyone back and gave an update on the following Staff activities:

- Time spent on the annual Audit



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- Great Alumni Hunt
- Purchased new software "iWave", to dig deeper into potential donors
- New Director of Development, Eddie Hernandez
- New Resource Development Specialist, Elena Moiseeva
- New marketing materials working with HR Advantage
- Social media platform numbers have skyrocketed
- Appeal to donors for the Student Emergency Fund after the tropical storm damage in the valley
- Working with a fundraising consultant to do a feasibility study for a large-scale campaign

Reports: 5.05 Directors' Reports (Reports may be submitted by emailing the Foundation at codfoundation@collegeofthedesert.edu)

Norma Castaneda shared an update on Stepping Out for COD. The entertainer has been secured and it is Leann Rimes. The event will be at The Show at Agua Caliente, to bring in more sponsorships and more money for our students. There will be 21-- seats available, compared to 1100 at the McCallum. There are also 6 suites to sell at the new location. Ticketmaster will be handling the tickets with a fee of \$8.50 per ticket. Agua Caliente will do the marketing and the event will be included on the Agua Caliente Marquis, as well as email blasts they send out. Meet and greet is being discussed, as well as other logistical items. The date for the event is April 4, 2024. Ushers and security will be included in the fee.

Rob Moon reported that there was a President's Circle Ad Hoc committee meeting on September 6 with Cathy Abbott, Eddie Hernandez, Rob Moon and Elena Moiseeva to discuss duties and responsibilities of the Chair of this committee. Membership, budget and events were discussed. Rob shared that currently there are 123 members in President's Circle. There is an event planned for November 9 at BG Bird Gardens in Palm Desert, CA. The theme will be a Jimmy Buffet oriented, Margaritaville/ Cheeseburger in Paradise. Willie Rhine of EIGHT4NINE will do the catering. The committee is planning another February event but does not have a date as of yet. The committee will work on ways to attract more members.

Marge Dodge informed the committee that the Academic Angels Welcome Back Member Tea will take place on October 9 at Cuistot. Marge encouraged all board members to attend. Academic Angels also has a student, Derick Talay, enrolled in Learning to Lead.

Discussion: 5.06 Brown Act Refresher - Catherine Abbott/Diane Rubin

Diane Rubin and Cathy Abbott informed the committee that the Brown Act rules are stricter than previously communicated. Diane mentioned some highlights; board members must be within the district boundaries in order to participate via Zoom for any meeting, and must also have the address of their location, open to the public and



printed on the agenda for the meeting. Board members can only participate via Zoom if they have "Just Cause" or an "Emergency" situation, but all of the previously mentioned rules will apply. If a board member does not attend in person, they will not be included in quorum no matter what the circumstance.

6. ACTION ITEMS

6.01 Review of June 2023 Financials/Approval of 2022-2023 College of the Desert Foundation Annual Audit - Barbara Foster Monachino/Kirstien Renna

Kirstien Renna reviewed the financials for the board. There was a significant gift of \$3.5m from the estate of Peggy Cravens, which will be used for maintenance and upkeep of the Cravens Center on campus. Cathy shared the .84 cents of every dollar raised by the Foundation goes to students. There were no questions or comments.

6.02 Board Designated Funding Recommendation / Approval

This was pulled from the agenda

7. DISCUSSION ITEMS

Discussion: 7.01 Executive Committee Strategic Goals - Catherine Abbott

Cathy presented the goals to the committee.

- Streamline Board and Committee Meetings - decrease by 20%
- Focus on Important Committee
- Board Member Goals for committees

Discussion: 7.02 Great Alumni Hunt - Catherine Abbott

Cathy presented the Great Alumni Hunt video to the board.

There is currently a commercial on KESQ and other local television stations, 4 billboards around the Valley and our social media is blowing up on every platform except Tik Tok! I have had so many people say they have seen and shared the posts created by Theresa and her team about the Hunt! This is the most social activity I have seen for the Foundation since I have been with COD. Visibility on our platforms, in particular LinkedIn has increased 500%.

The Great Alumni Hunt is a joint effort between the Foundation and the Alumni Association. I am pleased to report Eisenhower and Jordan Schnitzer and the Harold and Arlene CARE Foundation have signed on at the title sponsor level at \$25,000 each with Amazon and Renova signing on at the \$10,000 level. We have a new sponsor with Toyota of the Desert, Palm Springs Nissan, Valley Sanitary District, First Bank and Visit Greater Palm Springs. We have confirmed Acrisure Arena as the host for the culminating event during a Firebirds home opener! The one-month "Amazing Race" style event will be led by student interns. They along with their team members consisting of a faculty or staff member and a community member will seek out and find 1000 College of the Desert Alumni during the month of October!



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During intermission of the hockey game, the foundation will announce our scholarship winners, recognize and thank our sponsors and our Alumni! The definition of alumni means they have taken at least one (1) class at COD. Tickets to the hockey game will be donated by our presenting sponsors. We hope you will join us to put an exclamation point at the end of this brand-new event!

A few of our board members have joined the Hunt as team mentors to students. Shari Stewart, Chris Anderson, Jake Wuest, Marge Dodge and Norma Castaneda! There are likely 100 people between students, community members and faculty and staff participating in the Hunt to help students win scholarships! Faculty have mentioned this is the most excitement they have seen on campus in a long time! Some fierce competition has already bubbled up as a result of the Hunt!

Discussion: 7.03 Fall Calendar and Committee Meeting Schedule

Board requested a copy of the updated directory of the staff, board and board of trustees, as well as an updated org chart.

8. ADJOURNMENT

Procedural: 8.01 Next Meeting: Wednesday, November 1, 2023, at 3:00 PM-4:30 PM, at Cravens Multi-Purpose Room