

Avila Beach Community Foundation
Board Retreat - April 20, 2013
9:30-2:15 - Mike Ritter's Home
MEETING MINUTES

Trustees Present:

President: Julian Varela
Vice President: Mike Ginn
Secretary: Maridel Salisbury
Treasurer: Boyd Horne
Immediate Past President: Mike Ritter
Lucinda Borchard
Chris DeWeese
Michael Faber (Elected 4/20)
Stephen Johnson (Elected 4/20)
Percy Jones
Steve May
Rick Rowe (Elected 4/20)
Carolyn Morton

Staff

Executive Director: Rick Cohen
Office/Project Specialist: Penny Burciaga

Guest: Kevin Sanchez - UBS

Absent:

Bill Gerrish
Justin Hodges

- 1) Retreat began with Introductions and Ice-Breaker Activity
- 2) Kevin Sanchez from UBS gave an overview of our portfolio, his role with UBS, and the fiduciary responsibilities of Trustees. The overview was recorded and a sound file of Kevin's complete presentation is available on the ABCF's website.

Highlights from Kevin's presentation:

- When interest rates go up, bond values go down. Interest rates are not going to go any lower. The stock market can turn on a dime, but the bond market turns like an aircraft carrier.
- We have a legal obligation to be responsible fiduciaries. Kevin presents to us on a quarterly basis what is happening in the market, how the various funds are performing and being managed. The board then has the responsibility to choose the actions needed based on Kevin's recommendations.
- Kevin recommends that we rebalance the portfolio back to the prescribed target.
- The Council of Community Foundations (Tab 4 of UBS Report) compiles a list of benchmarks for asset allocations. Rebalancing our portfolio will get us back in line with the allocations of like size foundations.
- For Foundation development purposes:
 - Help others be tax efficient in their giving.
 - Donors can contribute from their IRAs to avoid paying taxes and they still get the contribution benefits.

**Avila Beach Community Foundation
Board Retreat – April 20, 2013
9:30-2:15 – Mike Ritter’s Home
MEETING MINUTES**

Results from Interactive Sessions:

Our first session consisted of reviewing recent/current activities of the Foundation to confirm their “added value” to the Avila Beach Communities. Among the activities reviewed were:

- Grant Making – is the one area we have, thus far, made the greatest impact, and have expanded the number of projects and organizations funded.
- Avila Alerts – is a helpful service that some, but not many, residents have subscribed to. Steps should be taken to encourage more people to register through Avila Community News and ABCF social networking.
- Town Hall Forums – remains a good way to engage the community by inviting project developers to provide the public with planning and progress updates.
- ABCF columns in, and mailing of, the Avila Community News – continue to be a vital tool for Foundation outreach. It also benefits all local groups who use the publication to publicize their activities and events, as well as businesses that advertise in ACN. P.G.&E. being sought as a partner/funder to continue this service.
- Live Well Symposium – considered to be an important educational service, and could be expanded to twice yearly, along with opening it to others outside greater Avila.
- Avila History and Heritage event – still seems to be a topic of interest to long-time residents and “newcomers” as well. No particular direction determined for a next session.
- Foundation initiated projects – such as the Matching Gifts Initiative, commercial trash bins on the boardwalk cooperative, and purchase/installation of the Avila Pier telescope are great ways to get people involved in community enhancement efforts. Steps should be taken to uncover more such possibilities.

Our second session consisted of small group brainstorming ideas in four different categories as shown below. In addition to the ideas offered by each “team” are those presented earlier by staff.

IDEA Categories	
Grant Making	Donor Building
Avoid the notion of grantees becoming “dependents”	Promote donations from IRAs and 401’Ks
More promotion of grant application period	Invite hand-picked donor prospects to a dinner presentation with Kevin Sanchez of UBS. Educate on economic forecasts and estate planning.

Avila Beach Community Foundation
Board Retreat - April 20, 2013
9:30-2:15 - Mike Ritter's Home
MEETING MINUTES

Grant Making continued.....	Donor Building continued.....
Generate community excitement by setting aside some funds for one project to be selected via community vote	Each year set aside some money that can be used for matching community contributions, promoting local giving
Offer more matching grants, like that to Cancer Well-Fit	Establish a "giving circle" that brings together a local group of benefactors who each year fund a special project
	Work with the Civic Association to launch a "capital reserve campaign" for future facility maintenance and improvements
	Small Neighborhood Meetings - each Board Member brings one
Community Outreach	Community Engagement
PR calls to local Avila Beach business - posters/network	Education and Leadership Seminar
Farmer's Market booth for promotion	Community Collaborative - Getting businesses and residents together to problem solve or brainstorm projects for Avila
Involve Avila Bay Club in Outreach	Solar Power and Beautification Projects
More Press Releases sent to Tribune and post to website	Disaster Preparation
Do more with Social Media	Tented Hole in the Clouds Wine Event
Sprint Triathlon	Community Gardens - Produce Boxes
Amgen Cycling Clinics	Art Event
Education	History & Heritage Event
Resources	Outdoor Music Event
Run to Beach to Port - Tie in to Live Well	Small Social meeting with businesses on how to collaborate
Julian writes a song about Foundation????	Convene a group of citizens and local stakeholders to investigate turning Avila Beach into a golf cart friendly community
Convene local organizations/agencies to address common purposes	Conduct an online community survey to gauge interest in some of our ideas, and to elicit input for other ideas
	Seminar on "safely navigating the internet" for seniors (and others)
	Sponsor seasonal document "shredding" days at the Community Center

Avila Beach Community Foundation
Board Retreat - April 20, 2013
9:30-2:15 - Mike Ritter's Home
MEETING MINUTES

	Community Engagement continued.....
	Live Well Symposiums annual or semi ann.
	Arrange for the purchase of a commercial blood pressure monitoring device and placement at a convenient Avila location

Business Meeting: called to order by Julian at 2:03pm.

- 1) **January Meeting Minutes:** Boyd made a motion to approve the minutes of the January Board meeting, Percy seconded. All approved.
- 2) **Finance Reports:** Mike Ritter made a motion to approve the Feb/March financials, Chris seconded, all approved.
- 3) **UBS Financial Report:** Chris made a motion to rebalance our portfolio as recommended by Kevin Sanchez by moving 4% of equities to fixed income. Mike Ritter seconded. All approved.
- 4) **Trustee Donations:** Julian reminded the board of the letters sent out requesting Trustee donations. Julian asked for Trustees to give based on what is reasonable and comfortable for them.
- 5) **Election of Trustees:** Julian called for the election of Michael Faber, Stephen Johnson and Rick Rowe. Rick C. reported that all applicants have gone through the formal application process. All three applicants left the room during the vote. Lucinda made a motion to elect Michael, Stephen and Rick to the Board, Carolyn seconded. All approved.

Next Board Meeting scheduled for July 15, 2013
