

**Avila Beach Community Foundation
Board Meeting – April 18, 2016 – 5pm
Avila Beach Community Center
MEETING MINUTES**

Committee Members Present:

President: Rick Rowe
Secretary: Carolyn Morton
Treasurer: Mike Faber
Gary Maier
Richard Zacky
Stephen Johnson
Brooke Salvini
Lucinda Borchard
Lisa Ritterbuck

Other:

Lesley Santos Dierks (Spokes)

Staff Present:

Executive Director: Rick Cohen
Project Specialist: Paula Dempsey

Absent:

Julian Varela
Percy Jones
Saul Goldberg
Paul Prather
Bev Aho
Mike Ginn

1. **Meeting was called to order at 5:05 pm by President Rick Rowe**
2. **Roll Call by Carolyn Morton**
3. **Introductions –**
 - a. Rick C. introduced Lesley Santos Dierks, CEO of Spokes
 - Lesley will be facilitating the Foundation Community Workshop on Sat. April 30th
4. **Overview of Focus Group Workshop – Lesley Santos Dierks**
 - Spokes is a non-profit Management Support Organization that provides training and resources to non-profit organizations to help them fill their mission
 - Lesley presented the draft agenda for the Community Workshop –
 - Focus of workshop is a brainstorming exercise for participants to share their ideas about new services & programs they would like to see in Avila Beach
 - Participants will break out into small groups of 5-7 people to generate ideas
 - Table Captain will lead discussion and report key takeaways at the end to the entire group
 - Participants will then “prioritize” their interest in the key projects
 - Lesley will update the agenda to include workshop “rules” of behavior and replace references to money with team sport terms (ie Be a Fan, Be a Player, Purchase Season Tix) – important that participants don’t feel the event is a solicitation for funds
 - Rick will provide a summary to the participants and next steps post-workshop

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5. Consent Items:

Steve Johnson made a motion to accept the following consent items, Michael Faber seconded, all approved.

- a. Minutes of January 2016 Board Meeting
- b. February 2016 Financial Reports
- c. UBS Portfolio Summary as of April 14, 2016 – Balance of \$1,984,873.34

6. Activities and Project Updates:

a. Avila Beach Public Art Project

- The Selection Panel has recommended a winning project that is on PSL property
- Prior to making public announcement the winning project is being presented to the PSL Property Committee on April 20th and entire PSL Harbor Commission on April 26th
- If approved then Foundation will make a public announcement
- Arts Obispo is drafting contract with the artist and contract between the Foundation & Arts Obispo that outlines the financial arrangement for paying the artist
- Overall a good process and optimistic that project will be approved

b. Internet Safety & Best Practices Workshop

- Approximately 30-35 people attended the Workshop that was held Feb. 25
- Special thanks to board member Gary Maier and his colleague Dennis Royer for presenting workshop
- Excellent feedback on the workshop from the participants

c. Community Focus Group Workshop Project

- Reviewed list of attendees and reminded everyone to follow-up with their contacts regarding participation and whether they will be staying for lunch
- All trustee board members are invited/encouraged to actively participate
- Need final RSVP for Carolyn Morton (handling catering) by Wed. April 27th

d. ABCF Marketing Report

- Monthly email of Rick C. column continues to average approximately a 40-50% open rate which is excellent
- Facebook (FB) likes are at 881 and continue to increase. Have been using FB to promote grantees, historical tour app and other Foundation updates
- Number of subscribers to Avila Alerts is 151
- Press Release featuring check passing ceremony to Bellevue-Santa Fe Charter School distributed and shared on FB

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7. Foundation Reporting, Planning and Action Items:

- a. Rick C. provided a breakdown of the Deferred Expenses Ledger Holdings Summary accounts totaling \$57,146 of which approximately \$30,000 are non-restricted 100% discretionary funds that can be spent by the Foundation for operational expenses as needed or charitable requests received outside of the normal grant period
 - Money is held in checking account at Founders Bank in SLO and not related to UBS holdings
 - Having local bank is convenient for depositing miscellaneous contributions to the Foundation
 - Rick will provide an update of this account information on an annual basis
- b. It was noted that the board provided email approval for a \$500 grant to AVAC and a \$750 grant to the Central Coast Aquarium in March of 2016
 - Vote for the AVAC grant was: 11 yes - 1 no - 1 abstain
 - Vote for the Central Coast Aquarium Beach Clean-up grant was: 8 yes - 5 no

8. Other Business:

- a. Circulated UBS checking account Trustee co-signers form
- b. Distributed updated board roster with everyone's contact info
- c. Rick C. presented breakdown of by Trustee member of who would like business cards and/or nametags
- d. Mike Faber announced that this is his last meeting. He is relocating to Virginia to start a new job with the Dept. of Interior
- e. Richard Zacky asked to receive the entire monthly UBS report by email for his files. Rick C. will handle

9. Adjourn Meeting – Rick Rowe adjourned meeting at 6:28pm.

Next Board Meeting scheduled for Monday, July 18, 2016 at 5:00pm
