

**Avila Beach Community Foundation
Board Meeting – April 18, 2019 - 5:00pm
Avila Beach Community Center
MEETING MINUTES**

Board Members Present:

President: Mike Ginn
Vice President: Cyndy Lakowske
Treasurer: Richard Zacky
Secretary: Gary Maier
Bev Aho
Brooke Salvini
Paul Prather

Staff:

Executive Director: Rick Cohen
Project Specialist: Stephanie Rowe

Trustee Members Absent:

Barbara Nicholson
Lucinda Borchard
Ellen Pitrowski
Percy Jones
Saul Goldberg

Other:

None

- 1. Meeting was called to order at 5:06 pm by Mike Ginn**
- 2. Introductions – None**
- 3. Roll Call by Gary Maier**
- 4. Consent Items:**

Richard Zacky made a motion to accept the following consent items, Cyndy Lakowske seconded, and all approved.

 - a. Minutes from January 2019 Board Meeting
 - b. January and February 2019 Financial Reports
 - c. March 2019 UBS Summary Report – value \$2,209,499 as of 3/29/19
- 5. Activities and Projects Updates:**
 - a. **Avila Beach Public Art Phase II Update** – Gary Maier reported on the following milestones:
 - A contract was drafted on February 13, 2019 between the Avila Beach Community Foundation, Colleen Gnos and the Central Coast Aquarium.
 - Colleen found a vendor to supply a large piece of metal to paint on instead of smaller pieces.

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- Colleen will start the work in early May for an estimated installation date of August 1, 2019.
 - There will probably be an unveiling of the artwork at the Aquarium when completed similar to Phase I.
- b. Avila Community Spotlight Event Review/Feedback** – Stephanie Rowe and Rick Cohen gave their impressions of the event.
- Stephanie Rowe reported that the event went well and estimated there were 100-125 attendees.
 - Rick Cohen reported that a number of people had reached out to him saying they were pleased with the event and that the winners of the Avilones of Distinction Awards were happy with the recognition.
 - He was pleased with the exhibitor displays and felt they were quite engaging.
 - He noted that it might be an event that we have every few years.
 - Cyndy Lakowske reported that many attendees were confused between the Avila Beach Community Foundation and the Avila Beach Civic Association.
- Action:** Rick Cohen will look into how to potentially change the organization’s name to: Community Foundation of Avila Beach.
- c. Avila News Alternatives Research Update** – Rick Cohen reported that he had a meeting with the key Avila Beach organizations to discuss whether the former Avila Beach News publication was a benefit to them. All said yes and they discussed ideas for an alternative solution.
- Christine Johnson from CCA reported that there is a monthly publication called “Morro Bay Life” that is produced by the Paso Robles Press.
 - Rick contacted The Paso Robles Press and they appear to want to move forward with a partnership for a monthly publication called “Avila Beach Life”. Rick is working with them on details.
 - The other prospect is a partnership with the Pismo Beach Chamber of Commerce for a new quarterly publication. Rick wants to see what it looks like before committing.
- d. Summer Beach Cleanup Project** – Rick Cohen reported for the past several years he has submitted a grant to Chevron events and projects, but this year he asked for money to pay for seasonal beach cleanup services. He asked the Board if they want to accept the grant and use it for the current PathPoint cleanup services allocation, or have the Board expand the weekly work schedule in conjunction with funds committed by the Foundation. The Board agreed that they would like to expand the agreed upon services. Richard Zacky suggested looking into a plaque recognizing the organizations paying for the cleanup services.

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- **Richard Zacky made a motion to use the funds already allocated and the Chevron grant to expand the PathPoint cleanup services work schedule, and additionally, to implement a monitoring program, Brooke Salvini seconded, and all approved.**
- e. List of 10-Year Foundation Activities and Projects** – Rick Cohen reviewed the list of 16 activities and projects the Foundation has hosted since 2009 outside of the scope of grant making, which include: Avila Albacore Feed - 2009, 2010; Live Well Symposiums - 2011, 2013; Avila History & Heritage Presentation - 2012; Avila Beach Town Hall Forums - 2012, 2014, 2016; Avila Speaks Community Survey - 2013; Community Matching Gifts Initiative - 2013; Public Viewing Telescope - 2013; Avila Apple Festival - 2015; Commercial Trash Bins at Beach Railing - 2015; Pet & People Drinking Fountain - 2015; Avila Community Workshop - 2016; Internet Safety Workshop - 2016; Avila Beach Storytellers Event - 2017; Avila Beach Lifeguard Towers Murals - 2017; Public Art Phase II at the Beach - 2019; Avila Community Spotlight Event - 2019.
- f. 2019 Community Survey Plans** – Rick Cohen reported that he wanted to conduct a community survey to gauge the interests of Avila residents. Gary Maier discovered an online survey platform called ProForm, so he built our survey based on the questions Rick created.
- Richard Zacky suggested waiting to send out the survey until the new “Avila Beach Life” publication is up and running so we can have a greater response.
 - Gary Maier suggested using the survey to add to our email subscriber list.
 - Stephanie Rowe will send out the survey to the trustees for feedback.
- 6. Foundation Reporting, Planning and Action Items:**
- a. Approve Purchase of New Computer System** – Rick Cohen reported that the Foundation computer with Windows 7 platform will no longer be supported by Microsoft after January 1, 2020. Rick presented the proposal to purchase a new computer system from Coastal Computers.
- **Brooke Salvini made a motion to approve the proposal for the purchase of a new computer for \$1,290.43, Gary Maier seconded, and all approved.**
- b. Trustee Prospect List and Recruitment Strategy** – Based on responses received through the recent Trustee questionnaire, Rick Cohen reported the following qualities/characteristics ranked high to low (#1 being the most important, and #7 being the least important) for trustees when considering board prospects:
- 1.3 = Ability to work harmoniously with trustees and staff
 - 2.1 = Ability to connect with other members of the community to promote the Foundation’s mission

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4.1 = Financial/investing competency

4.4 = Ability to contribute time to help with special projects

4.9 = Avila neighborhood in which prospect lives (to achieve geographic representation)

5.4 = Length of time in Avila and historical perspective of the community

5.8 = Ability to contribute financially to expand Foundation grant making and project support

- Per the by-laws, the Foundation can add up to three more members to the Board of Trustees for a total of 15.
- Gary Maier presented his prospect recommendation and the Board agreed to move forward in the process.
- Trustee prospect forms were also made available to those in attendance.

- c. Thinking Outside the Box Session** – Due to time constraints, this item was not discussed. Rick Cohen asked the Board to think about how they would respond to the following question: If given the opportunity, how would you spend up to \$10,000 of ABCF funds? Richard Zacky suggested having a follow-up meeting after the community survey was completed to discuss based on the responses.

7. Other Business

- a. April 25th Investment Meeting with Kevin Sanchez** - Rick Cohen reminded the Board about the meeting and asked for a quick count of attendees.

8. Adjourn Meeting – Meeting adjourned by Mike Ginn at 6:30pm.

Next Meeting - Thursday, July 18, 2019 at 5:00pm