

**Avila Beach Community Foundation
Board Meeting – January 25, 2016 – 5pm
Avila Beach Community Center
MEETING MINUTES**

Committee Members Present:

President: Rick Rowe
Vice President: Mike Ginn
Treasurer: Mike Faber
Gary Maier
Richard Zacky
Stephen Johnson
Brooke Salvini
Saul Goldberg
Paul Prather
Lucinda Borchard

Trustee Candidates Present:

Bev Aho
Lisa Ritterbuck

Staff:

Executive Director: Rick Cohen
Project Specialist: Paula Dempsey

Absent:

Carolyn Morton
Julian Varela
Percy Jones

Other:

Kevin Sanchez (UBS)

1. **Meeting was called to order at 5:05 pm by President Rick Rowe**
2. **Roll Call by Paula Dempsey**
3. **Introductions –**
 - a. Rick R. announced officers & trustees for 2016
 - b. Rick R. introduced guests:
 - Kevin Sanchez (UBS)
 - Trustee candidates Bev Aho & Lisa Ritterbuck
4. **Presentation by Kevin Sanchez – UBS Investment Portfolio Manager:**
 - Portfolio value as of 1/5/16 was \$1,960,700
 - Portfolio is earning enough to pay out grants and maintain the Foundation’s asset allocation policy
 - When UBS took over fund in August 2006 value was \$1.2M
 - Average annual return has been 5.97% (benchmark 5.37%)
 - Kevin is happy with current fund managers and doesn’t recommend any changes
 - Foundation’s Annual Grant giving policy has been to grant between 2.8% to 3.2% based on portfolio value on Oct. 1st
 - Kevin indicated another way to establish amount of grants is based on a 12 (up to a 20) quarter rolling average

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- Kevin suggests having defensible policy for giving allowing for a .5% flexibility/variance – also have to consider “community optics”
- Foundation drew necessary funds for 2016 operating and grant expenses in January 2016
- Previously recommended shifting some equities from domestic to International but didn't make that move because of slow down overseas & international markets are under performing
- UBS can't make any changes to the fund allocation w/out approval from the Foundation

5. Consent Items:

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

- a. Minutes of November 2015 Board Meeting
- b. November and December 2015 Financial Reports

Steve Johnson made a motion to accept the following consent item, Richard Zacky seconded, all approved

- c. 2016 Operating and Grant Making Budget

6. Activities and Project Updates:

a. Avila Beach Public Art Project

A total of 7 proposals were submitted. The Selection Panel met Jan. 21st and selected 3 finalists. One of the finalist proposals is on Port property so needs to be approved by the PSL before notifying artists. Assuming the proposal is approved by the PSL, Angela Tahti (Arts Obispo) will notify the 3 finalists. Next step is Community Reception on March 24th from 5:30-7pm to present the finalist proposals for community reaction/feedback. Following that the Selection panel will reconvene on March 31st and determine final selection.

b. Internet Safety & Best Practices Workshop

Workshop is scheduled for Thurs. Feb 25th from 6-8pm. Gary Maier and his colleague Dennis Royer will present the workshop. Gary presented a description of the workshop and topics. So far 36 people have registered for the event.

c. Community Focus Group Workshop Project

- a. Goal is to bring together approximately 40-50 Avila based “movers & shakers” at a professionally facilitated workshop to generate feedback and identify local and achievable enhancement projects
- b. Rick C. position paper outlines strategy in detail (important to emphasize workshop is not an “ask” for funds but an opportunity to provide input/feedback)
- c. Timing of workshop is April or May – expected to last 2 to 2 ½ hours
- d. Supv. Hill has agreed to provide a \$1500 sponsorship

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- e. After obtaining 3 proposals Rick C. is recommending Leslie Santos (Spokes Director) to moderate/facilitate the workshop
 - f. Rick C. provided a starting list of “key” contacts that would be invited to attend and needs the trustees to help add to the list. Trustee that has deepest relationship with the contact will “invite” that person to the workshop. Rick requested that everyone provide their feedback by Monday, February 1st.
- d. **ABCF Marketing Report**
- o Monthly email of Rick C. column continues to average approximately a 50% open rate which is excellent
 - o Facebook (FB) likes are at 840 and continue to increase. Have been using FB to promote grantees, historical tour app and other Foundation updates.
 - o Press Release announcing 2016 grantees was distributed to local media and has been featured in the SLO Tribune and is expected to appear in Tolosa Press (Coast News). Also shared on FB.
7. **Foundation Reporting, Planning and Action Items:**
- a. **Election of Trustee Candidates Bev Aho & Lisa Ritterbuck** – Lucinda Borchard moved to elect Bev & Lisa to board, Paul Prather seconded and motion was passed unanimously.
 - b. **2016 UBS Assets Re-Allocation** – Transfer of funds (\$94,000) from the Foundation investment account into the UBS checking account to cover 2016 costs of grant making, general operating and special projects was approved via email consent by majority of board trustees.
 - c. **Avila Free Trolley 2015 Ridership Report** – Rick C. presented the annual report. The Foundation makes an annual grant of up to \$5,000 to cover costs of Trolley operation. The amount granted in 2015 was \$2,073.96. No action necessary.
8. **Other Business:**
- a. Distributed 2016 board meeting schedule and updated board of trustee’s roster.
 - b. Brooke asked about business cards that would include the Foundation “pitch” on the back. Name tags might also be helpful to identify Foundation board members when attending Avila events to help build awareness of the organization. Rick C. will look into and report back.
9. **Adjourn Meeting** – Rick Rowe adjourned meeting at 6:28pm.

Next Board Meeting scheduled for Monday, April 25th at 5:00pm
