

ABCF Board Meeting

July 16, 2012 3:30pm

1. Board Meeting was called to order at 3:30 pm.
2. Pete conducted Roll call:
In attendance were: Boyd Horne, Mike Ritter, Justin Hodges, Julian Varela, Pete Kelley, Patty Andreen, Lucinda Borchard, Carolyn Morton, Michael Ginn, Rick Cohen and Penny Burciaga. **Absent were:** Bill Gerrish, Chris DeWeese and Maridel Salisbury.
Guest in attendance were: Percy Jones, Betty Woody and Tom Gurnsey
3. Introductions: Welcomed Percy Jones. Percy is considering serving on the board. See Percy's candidate profile in packet.
4. Vicki Book from Avila Beach Civic Association shared some background about ABCA, and recognized E.D. Mary Foppiano for her role in keeping the Community Center going. Vicki discussed the success of recent events and noted that the Center's budget this year is approximately \$86,000. The licenses and fees for the elevator and other maintenance fees are much more than expected. \$40k covers staff salaries, and the remaining is for operational costs for the community center. ABCA is ramping up fundraising and events and membership has almost doubled. Mike invited Vicki to provide a quarterly report to the board on ABCA's progress and path toward sustainability.
5. Reviewed guest Betty Woody's letter to the editor regarding the Avila Beach School house. Tom Guernsey shared the importance of supporting the School House and Mike Ritter shared that the ABCF is supportive of efforts to preserve the school house and that funds have been allocated for School House projects. Pete showed the plans from the developer to turn property adjoining the School House into a bed and breakfast, and reiterated the importance of saving the School House.
6. Quarterly UBS Portfolio Investment Report – Meeting scheduled for 7/19 @ 1:00 with Kevin Sanchez. Current portfolio balance is \$1,804,297.75 vs. \$1,768,855 on 5/31/12.
7. Consent Items: Patty made a motion to accept the consent items listed below. Pete seconded, all approved.
 - a. Minutes of April 2012 board meeting
 - b. May 2012 Financial Report
 - c. Portfolio value summary as of 7/13/2012
 - d. Approve Jim Becker resignation
8. Executive Committee Actions/Recommendations – None this quarter.
9. Community Correspondence and Outreach
 - a. Letters from SLC school program

- i. Shared letters and thank you cards from students who participated in school program.
 - b. New Trustee recruitment update on Ed Herrera and Terri Frank
 - i. Ed is still interested. Mike will touch base with Ed.
 - ii. Rick reported on Terri Frank and Rick will touch base with her in October.
 - c. Foundation Social Marketing Strategies Report
 - i. Website traffic is up slightly. The E-News is the main referrer of website traffic.
 - ii. County Parks is the most responsive to Avila Alerts notices. Penny is not receiving info from Avila Beach Golf Resort about upcoming concerts.
 - iii. Chris and Penny are interviewing the Avila Trolley and Junior Lifeguards about their programs.
 - iv. We have 458 people on our email list, which is up slightly from last quarter.
 - d. Neighborhood engagement gatherings update
 - i. The initial meeting was cancelled due to scheduling conflicts. Rick will revisit with Chris next month.
 - e. \$5,000 grant received from PG&E. \$1,000 is allocated to the History & Heritage fund and \$4,000 for the Needs and Opportunities fund.
 - f. \$5,000 received from the Zacky Family Foundation to establish a donor-advised fund. The Zackys have expressed interest in telescopes for the pier. Rick is researching options and interest on the part of Port San Luis Harbor District.
 - g. Ray & Ann Feeser contacted Rick about making a donation to the Foundation to be matched by Boeing resulting in a \$600 combined contribution to the foundation. Rick reported that this gift is a result of our steady outreach efforts and work in the community.
 - h. Port San Luis parking and traffic management plan
 - i. Boyd reported on the parking and traffic management meeting at the Port and Avila. SLOCOG has made a grant of \$50,00 to the CSD with the intent of studying the issues and challenges leading to recommendations both short and long range solutions and mitigations. The resulting consensus of this meeting seemed to be the potential creation of a Parking District. All parties involved in the meeting will make a presentation in August to their respective boards regarding potential future actions.
10. Activities and Projects Update
- a. Avila History & Heritage Event Planning Committee Report
 - i. Penny reported that the planning committee will be meeting soon and we are targeting mid-October after the Albacore feed for our next event. Evaluation feedback on the first installment of the series was very positive.
 - ii. Pete reported that he and Terri San Filippo are working on a book with the images of Avila.
 - iii. Justin suggested that we provide more information about the history of our foundation. Mike Ritter invited Justin to take this on as a project and send Rick and Penny the text for the website.
 - b. Avila Trolley ridership summary for April-June, 2012
 - i. The Trolley has not submitted the quarterly report.

- ii. Penny and Justin reported on their experience with the Trolley.
- c. SLBE residents have concerns over discontinuation of the Woodstone Deli Avila Trolley weekend stop. Rick has received a few dozen emails from Bay Estates residents seeking restoration of the stop, and he has informed SCAT of the communications. SCAT has yet to indicate interest in taking any action. The board suggests that Rick encourage SLBE residents to personally contact SCAT to advocate for restoration of the Woodstone stop.
- d. Front Street Trash Receptacles Project Update
 - i. Rick reported that the bins and dedication plaques have been ordered. Arrival date not yet set. There will be 4 receptacles east of the promenade and 2 west of the beach front. Curtis Black will facilitate getting a forklift to unload and place the receptacles upon delivery. The six bins are co-sponsored by Custom House/Mr. Rick's, Hula Hut/Beachcomber Bill's, Anne Brown Family, Avila Fish and Farmers' Market, County Supervisor Adam Hill, and Howard Carroll.
- e. Research on feasibility of Avila pier telescopes
 - i. See Item 9-G above for information.
- f. 2013 Grant packet now posted on website – RFP's via email

11. Foundation Reporting and Planning

- a. By-laws review and update project report
 - i. Reviewed memo sent by Patty on 7/5/12
- b. Trustee conflict of interest form – pending approval
 - i. Patti requested that board members review the conflict of interest document and let her know if they have any questions or concerns. If there are no objections, Patty will incorporate in our bylaws.
 - ii. Justin asked about conflicts with sitting on other community boards dealing with foundation business. Mike Ginn said that this occurs in many board situations and if there is a conflict, the board member will abstain from voting on the issue.
 - iii. Patty asked about the process for changing the bylaws. Patty suggested that we make changes by resolution. Patty will work with Rick on the wording and bring the resolution to a future meeting.
 - iv. Patty discussed the composition of the board and the appropriate wording.
 - v. Rick will continue to receive grantee reports and forward them to Trustees to help assure that grant monies are used appropriately. This is part of the foundation's oversight duties.
 - vi. Boyd advised that we keep the bylaws as simple and as general as possible. If there are significant changes that we do so by policy and by resolution.
 - vii. Justin suggested that we post the agenda on the website. Since we do put names and issues on the agenda it was decided to not publish at this time.
- c. Donor advised agreement sample - pending approval
 - i. Reviewed agreement. Rick reported that the foundation has the ultimate decision about how donor funds are used.
 - ii. Donors must agree that monies are given for the charitable purposes of the foundation.

12. Other Business
 - a. Mike Ginn made a motion to add Percy Jones to the board. Patty seconded. All approved. Welcome to the board, Percy!. We appreciate your service to the community.
 - b. Mike reported that Pete was recognized in the newspaper by the historical society. Congratulations to Pete!
13. Meeting adjourned
 - a. Lucinda made a motion to adjourn, Patty seconded. All approved. Meeting adjourned at 5:11pm.

Next board meeting scheduled for 10/15 – Grantee interviews

Minutes respectfully prepared and submitted by Penny Burciaga, Project Specialist