

Avila Beach Community Foundation
Board Meeting – July 21, 2014
5:00 p.m. in the Avila Beach Community Center
MEETING MINUTES

Trustees Present:

Richard Zacky
Stephen May
Lucinda Borchard
Rick Rowe
Mike Ritter
Bill Gerrish
Stephen Johnson
Justin Hodges
Chris DeWeese

Staff

Executive Director: Rick Cohen
Project Specialist: Penny Burciaga

Absent:

Michael Faber
Mike Ginn
Percy Jones
Carolyn Morton
President, Julian Varela

1. Meeting was called to order at 5:00p.m. by Immediate Past President Mike Ritter. (Acting in the absence of President Julian Varela and Vice President, Mike Ginn).
2. Introductions – none this month
3. Roll Call by Penny Burciaga
4. **UBS/Kevin Sanchez – teleconference report:**
 - Portfolio balance as of July 18, 2014 is \$2,111,162.22. Asset allocation is currently 6.31% Cash, 62.57% Equity, and 31.12% in Fixed Income.
 - We had a great beginning of the year. We are anticipating a good second half. So far this year our portfolio is up 5.4%.
 - Biggest concerns are the geo-politically charged events in the Ukraine and Spain. These international events are causing a lot of volatility in the market.
 - PIMPCO is back on track and they have recuperated from the upset last year.
 - Steve J. questioned the amount of monies we have currently in bonds and in international. Bill mentioned that our written guidelines suggest that we should keep fixed income at around 35%.
 - Kevin is suggesting that we move some out of equities into the international market at the beginning of next year. Kevin is not recommending any changes at this time.

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5. Consent Items:

- Steve made a motion to approve the following consent items and recommended a minor change to the April Meeting Minutes. Bill seconded. All approved.
- Penny to amend the UBS section of the April Board meeting minutes. The first line should be changed to 15% and the second lined should be to change 15-20%.

6. Activities and Project Updates:

- a. Avila Apple Festival Progress Report** – Penny gave a report on ticket sales, the schedule for the dinner fair/vendor fair, volunteer needs, and reviewed the marketing plan. Penny also reported on Rick’s outstanding efforts to secure sponsorships. To date, we have approximately \$29K in financial and in-kind donations. The festival Facebook page is up to 1,000 “likes”. Penny shared that we will be doing a scavenger hunt on Farmer’s Market nights to promote the dinner. Penny is actively working on securing vendors for the fair and bands. Carolyn is working on securing the music, Steve is working with the See Canyon apple growers and Chris is handling the media. There is a great team in place, which has enabled us to expand the event from what was initially planned.
- b. ABCF Social Marketing Strategies Report** – The “likes” on our Facebook page are going up due to the AAF postings. We are getting some good/positive press.
- c. Forever Neverland Status** – The event is going to happen although it will be scaled down to no more than 3,000 attendees. Chris mentioned that the language and visuals on event social media was inappropriate and we need to be careful in the future about where we attach our name. Stephen May said that people also came to him to express their concerns about the event. No action was taken.

7. Foundation Reporting, Planning and Action Items:

- a. Requests for proposals were released earlier this month for 2015 grant making. Grant applications are now being accepted and can be found on our website. Applications are due no later than September 19th. Qualified applicants will be invited to make presentations at our next meeting on Oct. 20th.

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b. Community Center capital reserve account campaign update. Rick reported that so far the community center has \$2,200 raised that we will match.

c. Jr. Lifeguard's ceremonial check presentation is scheduled for this Thursday at Avila Beach Park. Rick and several Trustees will participate.

d. Discussed Trustee outreach contact list and communication instrument. Richard spoke to Tim Gill who owns the Ocean Grill. They had a good get-to-know you meeting. Richard and Rick felt that Tim left with a clear understanding of the foundation and our various projects. Rick asked the board to review the list and contact him to arrange for one-on-one meetings with the contacts.

8. Other Business:

a. Mike reminded trustees to submit their annual donations in case they haven't done so.

b. Rick is anticipating a request from Apple Growers for Apple Trail signage. The signs are similar to the Edna Valley Wine Trail.

c. Golf carts are possibly needed to transport the elderly/physically challenged to the Apple Dinner. It was suggested that we use a Suburban/SUV for transport.

9. Meeting adjourned 6:08 by Mike Ritter.

<p>Next Meeting – Oct. 20th @ 3:30 Short Business Meeting followed by Grantee Presentations</p>
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