

**Avila Beach Community Foundation**  
**Board Meeting – July 20, 2015**  
**5:00 p.m. in the Avila Beach Community Center**  
**MEETING MINUTES**

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Board Members Present:

President: Rick Rowe  
Vice President:  
Secretary: Carolyn Morton  
Treasurer: Mike Faber  
Stephen Johnson  
Rick Rowe  
Lucinda Borchard

Staff

Executive Director: Rick Cohen  
Project Specialist: Penny Burciaga  
Guests: Paula Dempsey  
Trustee Candidate: Gary Maier

Absent:

Richard Zacky  
Julian Varela  
Steve May  
Mike Ginn

1. Meeting was called to order at 5:00p.m. by President Rick Rowe
2. Roll Call by Carolyn Morton and welcome guests
3. **UBS Quarterly Report with Kevin Sanchez**  
The only recommendation is a possible shift from domestics into international. Kevin expects some volatility in the international markets in the future. The past quarter has been relatively flat. Interest rates are expected to raise by the end of the year. Bonds are impacted as interest rates go up, but Kevin isn't recommending a change in our bond allocation, because over time they stabilize with very little impact on the overall portfolio. Kevin recommends that if we do need money, to pull out needed dollars early this next quarter before bond rates change. Kevin does not recommend any changes to our portfolio at this time.
4. **Consent Items**  
Steve Johnson made a motion to accept the following consent items, Mike Ritter seconded, all approved.
  - o Minutes of April Board Meeting
  - o May 2015 Financial Report
  - o Portfolio Value Summary as of 7/15/15 is \$2,077,690.90
5. **Activities and Project Updates:**
  - a. **Elect Gary Maier** – Mike Ritter made a motion to approve Gary Maier as a trustee, Lucinda seconded, all approved.

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**b. Board Retreat Plan**

1. **Grant Making Strategies** – reviewed plan of action proposal (see handout). Rick will further define a guideline to help long term grantees become more sustainable. This item will be tabled until next year.
  2. **New Trustee Recruitment** – We currently have three board openings, at least one needs to be a “Townie”. Rick has recommended Saul Goldberg; he lives in Indian Hills. Rick is also recommending Paul Prather. Paul lives in town and is a developer in the Santa Maria area. Steve is recommending Ken San Fillipo and Brooke Salvini. Rick Rowe recommended Pauline Menon. Carolyn is also a friend with Pauline. Rick will send referring trustees the candidate referral form as a first step.
  3. **Community Outreach and Events** – Rick suggested that we transition away from social event focus to more educational/community awareness type of events. Since other organizations and groups are conducting Town Hall Forum type of events, Rick is suggesting that we discontinue the Town Hall Forum and initiate some other community events. It was suggested that we start with the Cyber Security and Emergency Preparedness workshops.
  4. **Apple Festival Sponsorship Application** – Steve made a motion to be a \$1,000 sponsor and a \$500 sponsor (for the monies the foundation has already granted towards the time/salary spent for Penny to help Mary with Apple Festival tasks). Gary seconded. All approved.
- c. **Succession Planning:** Penny thanked the board and Rick for six great years and expressed her delight in Paula succeeding her in the Project Specialist role. Paula and Penny are currently in training so there is a seamless transition. Penny’s last day is July 31<sup>st</sup>.
- d. **Living Well Symposium Update** – Penny shared that we had about 55 attendees and five speakers, Carolyn catered. Lucinda said that she heard some very positive comments.
- e. **Avila Pier Repair Initiative** has waned. The pier is closed, but the Port has not responded to our attempts to organize a fundraising event. Rick said the ball is in the Port’s court and it’s their responsibility to proceed.
- f. **Public Artworks Project Committee** – Paula will be the lead and she has made contact with Arts Obispo. We did receive a \$5,000 grant from Chevron, so we are now up to \$15,000. The next step is to formalize a partnership with Arts Obispo.
- g. **ABCF Social Marketing Report** – Facebook likes continue to increase and our Constant Contact email list is remaining stable. Rick’s articles continue to be a hit.

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- h. **Donation for Community Center Capital Improvement Fund** – Vicki Book and her husband made a \$1,000 donation. Currently there is \$6,400 in the account for repairs and improvements.
- i. **Cancer Well-Fit matching grant fundraiser** – We awarded them \$2,000 towards a matching grant, and they were able to raise \$5,780 through a silent auction. The foundation received some great publicity.
- j. **Other Business** – Gary mentioned a giving initiative that some businesses do called “round up”. The idea is that customers can round up their bills at a restaurant or a coffee house for example and the added amount goes to a designated non-profit. Trustees thought it was a good idea to look into in the future.
  
- k. **Meeting Adjourned at 7:05pm.**

Respectfully submitted:  
Penny Burciaga, Project Specialist.

<b>Next Board Meeting scheduled for October 19, 2015 at 3:30pm</b>
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