

**Avila Beach Community Foundation
Board Meeting – July 11, 2016 – 5pm
Avila Beach Community Center
MEETING MINUTES**

Trustee Board Members Present:

President: Rick Rowe
VP: Mike Ginn
Secretary: Carolyn Morton
Gary Maier
Richard Zacky
Stephen Johnson
Brooke Salvini
Lucinda Borchard
Lisa Ritterbuck
Paul Prather

Staff Present:

Executive Director: Rick Cohen
Project Specialist: Paula Dempsey

Trustee Board Members Absent:

Julian Varela
Percy Jones
Saul Goldberg
Bev Aho

1. **Meeting was called to order at 5:05 pm by President Rick Rowe**
2. **Roll Call by Carolyn Morton**
3. **Quarterly Investment Meeting** – Reminder that meeting with Kevin Sanchez/UBS is on Thursday, July 28 at 1pm at the Community Center
4. **Consent Items:**

Mike Ginn made a motion to accept consent item A, Lisa Ritterbuck seconded, all approved.

 - a. Minutes of April 2016 Board Meeting

Lisa Ritterbuck made a motion to accept consent items B-D, Richard Zacky seconded, all approved.

 - b. May 2016 Financial Reports
 - c. Discretionary & Restricted Funds Summary – Balance of \$31,728.76 in discretionary accounts and \$25,456.94 in Restricted Accounts.
 - d. UBS Portfolio Summary as of July 8, 2016 – Balance of \$2,009,375.25
5. **Activities and Project Updates:**
 - a. **Avila Beach Public Art Project**
 - Project is moving ahead. Colleen and ARTS Obispo are currently working with a structural engineer and PSL to make sure hinges on the lifeguard tower doors can support the weight of the art panels. Expect to have the issue resolved shortly.
 - Contracts are being finalized between all parties.

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- Community “Paint In” event is Thursday, August 4th at Colleen’s studio. Community members can help paint the base colors on the panels. Limited to 20 adults aged 18+.
 - Colleen is gathering feedback from local historians and community members about their favorite memories of Avila as part of project research.
 - Project is expected to be completed by end of 2016.
- b. Community Focus Group Workshop Project Review/Summary:**
- Rick C. presented a list of the six “Priority Topics” that resulted from the Workshop. Next steps include:
 - Feedback from board trustees to make sure that the projects they are interested in helping support are properly listed
 - Identify relevant stakeholders that would have authority over certain projects (ie Avila Pier would include PSL) and invite them into the process. Mike Ginn suggested adding PG & E to the Open Space Topic.
 - Rick C. will reach out to the workshop members that indicated interest by topic to set up a “kick-off” meeting and ask who is interested in taking on leadership roles
 - Goal is that those Individuals that indicated interest in supporting a specific topic drive the process with the Foundation’s role being solely as a liaison and resource.
 - Rick C. will provide on-going communication to the workshop participants to keep them updated including any projects that aren’t going to be pursued due to lack of interest and/or lack of individual(s) willing to step up to take the lead and guide the process.
- c. ABCF Marketing Report**
- Monthly email of Rick C. column continues to average approximately a 40-50% open rate which is excellent
 - Facebook (FB) likes are at 917 and continue to increase. Have been using FB to promote grantees, public art project and other Foundation updates
 - Number of subscribers to Avila Alerts is 167
 - Opening of 2017 Grant Application Period will be August feature story in Avila/Pismo News to help bring awareness to the Foundation’s successes and attract new grantee applications

6. Foundation Reporting, Planning and Action Items:

- a. **New Treasurer** – Richard Zacky will replace Mike Faber. Responsibility is to review financial reports each month & identify anything that needs further review as well as sign occasional documents.

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b. Re-Visit Policy RE: Majority “Beach Town” Requirement – Discussion about by-laws requirement that “a majority” of the Foundation board of trustees should be a resident or business owner in Downtown Avila.

- Foundation can have up to 15 board members. There are currently 13 of which 7 are from Downtown. Original intent was to make sure downtown was well represented because most of the activity/impacts are in that area but can be challenging to fill the board seats due to availability of prospects and most of the year-round population is based elsewhere in Avila.
- Board was open to revisiting the requirement so as to not make it difficult to recruit new members but also maintain the original intent. Rick will provide some alternative language for the board’s consideration.

c. Discuss Amendment to By-Laws Re: Board Attendance/Involvement – The board agreed that it’s reasonable to establish and provide Trustees with guidelines for expected board meeting attendance/agency involvement, etc. so that current and future board members understand the commitment required to serve on the board.

- Language will include process for replacing board members that are unable to comply with the expectations. Rick will provide a draft of language for the Board’s consideration.

d. Review of Foundation Portfolio Investment Manager – Kevin Sanchez/UBS has been the investment manager for the Foundation’s portfolio for 10 years. Brooke S. recommended that it is good “business practice” and the board’s fiduciary responsibility to review the investment manager every 5 years including going out to bid with other firms. The Board agreed it’s prudent to do a review/bid process.

- Brooke will lead an ad-hoc committee to perform the review/bid process. Richard Z. and Rick R. volunteered to help as needed.
- Brooke will compare notes with the Community Foundation of San Luis Obispo County (they also use UBS) to learn about their review/bidding process and previous experience.

e. Avila Apple Festival Sponsorship Request – The Board approved the Avila Beach Civic Association’s request for a \$1,000 sponsorship for the Avila Apple Festival.

8. Other Business

a. Julian Varela has notified Rick C. that he has returned from his “leave of absence” and is ready to resume his role as an active Foundation board member.

b. Rick C. distributed lanyards to board members in attendance that can be worn at any community events to identify themselves as Foundation board trustees.

9. Adjourn Meeting - The meeting was adjourned at 6:05 pm.

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Next Board Meeting scheduled for Monday, Oct. 17, 2016 at 3:30pm