

Avila Beach Community Foundation
Board Meeting – July 22, 2013
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES

Executive Committee Members Present:

President: Julian Varela
Vice President: Mike Ginn
Boyd Horne
Mike Ritter
Chris DeWeese
Stephen Johnson
Lucinda Borchard
Mike Ginn
Justin Hodges
Carolyn Morton
Michael Faber
Rick Rowe

Staff

Executive Director: Rick Cohen
Project Specialist: Penny Burciaga

Absent:

Bill Gerrish
Percy Jones
Maridel Salisbury

1. Meeting was called to order at 3:30p.m. by President Julian Varela.
2. Roll Call by Penny Burciaga
3. Quarterly UBS Portfolio Investment Report. Dial-in Conference Call with Kevin Sanchez scheduled for 7/31 at 4:30. Rick will send contact information. The portfolio was valued at \$1,978,049 on July 22nd compared to \$1,909,381 on 6/28/13.
4. **Consent Items:**
 - Boyd made a motion to approve the following items, Chris seconded. All approved.
 - Minutes of April, 2013 Board Meeting
 - June 2013 Financial Report
 - Portfolio values summary as of July 18, 2013
 - 2011 Financial Report
5. New Foundation Deferred Expenses Ledger
 - Quickbooks doesn't allow for a rollover for accounts from year to year.
 - Rick created a ledger spreadsheet for the rollover accounts. The accounts include the Trustee Discretionary Fund, the Emerging Needs and Opportunities Fun, Past Event Proceeds Fund, Old Grandpa Restoration Fund, Save our School House Fund, 2009 Photo History Archive Grant, Terry Eberhardt A.B. Community center Endowment, Joan Sargen A.B. Communities Enrichment Fund, Zacky Family Foundation, and the Chevron Corporation.
 - Boyd and others agreed that the report was helpful, easy to read, and we should continue it.
6. Community Correspondence and Outreach

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- Grant application now posted on website – RFP’s sent via email and Avila News. The deadline is September 20th. If anyone is aware of projects or organizations that we haven’t applied before, please help get the word out.
 - Jr. Lifeguard’s check passing ceremony on 7/25 at 11:30am
 - Penny shared that we are up to 469 active contacts on Constant Contact – up 9 from last quarter. We currently have 74 likes on our Facebook, 6 new likes this week, and 42 click throughs to our website. We also had 110 responses to our survey. Avila Alerts is especially busy over the summer due to the concerts and work being done in parks and roads. Likes go up every time we send out our E-News. Penny encouraged everyone to share content and help get the word out.
7. Activities and Projects Update
- Avila Trolley Ridership summary for April-June, 2013 is pending. The numbers are up. Rick continues to receive complaints from folks at SLBE that the trolley stop isn’t available at Woodstone’s Deli.
 - Bob Jones Trail sign project complete. Saul has received a lot of positive comments and he is looking to expand the project in the future.
 - Avila Board Sanctuary. The group is waiting for the Board of Supervisors to issue a check. The project will be under our ledger. Their non-profit status is still in process.
 - Avila Art Event – Local photographer Lance Kinney is coordinating. The event is currently scheduled for December 7, 2013. Lance reached out to the SLO Art community. So far there has been a lot of response. The art will be juried. This will be a community event and a fundraiser. The art will be high-end. The proceeds will be shared with the ABCF and ABCA. The art event will be in the afternoon and will coincide with the Avila Holiday festivities being held the same day.
8. Foundation Reporting and Planning
- 2012 tax report filing submitted last week. We will post the 1099 on the website.
 - Review feedback from the post retreat summary. We have already initiated the Avila Art event recommended in the retreat. We need to consider what the community wants to see. We need to compare the results of the survey and develop a plan of action. There should be two different courses of action 1) is to look at what projects are a possible grant opportunity 2) What are events that we can take on.
 - A subcommittee was created of Stephen, Carolyn, Chris, Rick Rowe, Justin, Rick and Penny. The goal will be to review and rank the responses of the Avila Speaks and Trustee Survey. Stephen will chair the committee. Stephen also recommended that we that we combine the Avila Wine/Apple Event with the art event.

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- We need to share more about what we do and the success stories of our grants. We can do spotlights on our grantees in the E-News and website.
 - We can apply for grants for specific projects, but not operating expenses.
 - Stephen shared that we could proceed with a dinner centered on raising grant-making funds at Mike’s house with Kevin from UBS.
9. Other Business
- Updated Trustee Roster
 - Reminder to trustees who haven’t yet submitted their annual contribution. The majority of grant giving organizations require that 100% of the board give to the cause.
 - Discuss Steve J. recommendation that board meeting later in the day. Future meetings will begin at 5pm.
 - Other
 - Mike Ritter discussed the need of an endowment fund for building repairs for the Community Center. Rick Rowe shared that it’s very difficult to raise the funds needed to keep the center functioning. Mike, Julian, and Rick have discussed that the County take over the Community Center, but Sup. Hill said that we would need to show how the overhead would not become a liability for the County. They have made tremendous improvements in their efforts to bring money in to cover their expenses. We will continue to monitor their progress and encourage their fundraising efforts. Their mid-year report will be distributed, July 30th. It was recommended that we ask for a quarterly written report. Justin suggested that we consider a long-term plan. Mike Ginn suggested that the Civic Association look at private industry support in the long term. Possibly consider using some donor directed funds as seed money.

Next meeting 5pm on October 21st.
