

**Avila Beach Community Foundation
Board Meeting - November 4, 2013
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES**

Board Members Present:

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

Staff

Executive Director: Rick Cohen
Project Specialist: Penny Burciaga

Absent

Secretary: Maridel Salisbury
Percy Jones

1. Call to Order

Meeting was called to order at 3:30p.m. by President Julian Varela.

2. Introductions - None this month.

3. Roll Call

Penny Burciaga noted attendees in Roll Call.

3. Consent Items:

Bill made a motion to approve the consent items, Steve J. seconded. All approved.

- a. Minutes of October 2013 board meeting
- b. September 2013 financial report
- c. Deferred expenses ledger
- d. UBS quarterly report. Portfolio amount was valued at \$2,006,865 on 10/31/13 as compared to \$1,957,900 on 9/30/13.

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4. Grantee Selection Session

Bill made a motion to award the following grantee awards for 2014 totaling \$56,570. Mike Ritter seconded. All approved.

Grantee	Amount Awarded
People's Self Help Housing	\$6,000
ABCA - Management	\$17,000
ABCA - Beach Clean-up	\$5,670
Port San Luis - Mutt Mitts	\$3,400
CCA - Scientist for a Day	\$5,000
SLO Film Festival	\$3,000
Jr. Lifeguards	\$7,000
Avila News	\$4,500
Avila Trolley	\$5,000
Total	\$56,570

Penny noted to make the following improvements to the Grantee Rating spreadsheet for 2015: Add a column for previous year's grantee award, add a column for \$\$ requested, and total \$\$ requested by grantees.

6. Activities and Projects Updates:

- a. Avila Trolley Ridership Survey - Pending - Not yet received.
- b. Avila Art Event coordinated by local artist Lance Kinney is scheduled for December 7th. Lance has about half of the artists secured. The event will include music, wine and refreshments.

7. Foundation Reporting, Planning & Action Items (See Strategic Action Plan for details:

Grant Making:

- 1. Changes were made in the calculations to be used for future matching grant making structure.
- 2. Bill reported that there is an Avila Beach Architectural Review committee that should review any artwork projects to placement or installment.

Donor Expansion:

- 1. Each Trustee is asked to identify two people to participate in donor expansion

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opportunities. Rick explained how the Giving Circle works. Circles are composed of small groups of individuals who agree upon a specific project and have the financial resources to commit to the project.

2. Host small focus groups to explore project ideas, interests, and opportunities to those who responded affirmatively on the Avila Speaks Survey.
3. Allocate up to .25% (\$5,000 per year over three years) of portfolio to help the Community Center launch a Capital Improvements matching contributions campaign over the next three years.
4. Allocate up to .25% of the investment portfolio to launch a Giving Circle Initiative and Community Matching Gifts Initiative. Trustees agreed that the previous Community Matching Gifts Initiative was successful and we should do it again in 2015.

Community Engagement, Outreach & Events:

1. Continue to host community engagement and educational activities such as the Town Hall Forum in early 2014 and Live Well Symposium in 2015.
2. Allocate up to .25% (\$5,000) of investment portfolio to hire a special events professional to organize an Avila Apples Festival or related event. Julian suggested that such an event could be part of a full weekend of activities, such as the Albacore Feed.
3. Hire a consultant to conduct a community "Think Tank". A professional facilitator, such as used for SLO County feedback efforts, will be able to elicit input and new project ideas from mid-size groups of 50 or more participants.

Chris made a motion to accept the Strategic Action Plan as recently revised, Bill seconded. All approved.

Other Business:

Justin has created a movie night in partnership with the SLO Film Festival and Sparky from the Avila Grocery. So far there has been a good turnout. Justin is requesting \$400 out of the Trustee Initiated Fund to purchase better sound equipment. Bill made a motion to approve the purchase as requested. Julian

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seconded. All approved. It was noted that the equipment would be portable and available for use by the Foundation.

Board of Trustee Election Ballots.

Boyd is retiring from the Board at the end of 2013. We will need to fill the Treasurer spot and Trustee opening. Rick requested that Trustees return ballots to him if they have not already done so.

Tentative 2014 Meeting schedule was distributed. Meetings will begin at 5:00p.m. instead of 3:30p.m. Please let Rick know if you have any conflicts.

Meeting adjourned at 5:10pm.

<p>Next Board Meeting scheduled for Monday, January 27, 2014 - 5:00pm. Avila Beach Community Center</p>
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