

Avila Beach Community Foundation
Board Meeting – October 15, 2012
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES

Board Members Present:

President: Mike Ritter
Vice President: Julian Varela
Secretary: Pete Kelley
Treasurer: Bill Gerrish
Percy Jones
Lucinda Borchard
Mike Ginn
Justin Hodges
Boyd Horne
Chris DeWeese
Carolyn Morton
Maridel Salisbury

Staff:

Executive Director: Rick Cohen
Project Specialist: Penny Burciaga

Absent:

Prospective Trustees:

Guest: Steve May

Call to Order

Meeting was called to order at 3:30p.m. by President Mike Ritter.

Roll Call

Pete Kelley noted attendees in Roll Call.

Welcomed Steve May who has been a resident of Avila for the past 10 years. Steve is attending the meeting to learn more about the board and our grant making process.

Consent Items:

- Bill made a motion to approve the minutes from the July Board meeting and the August financial report. Julian seconded. All approved.
- Pete made a motion to accept the resignation of Patty Andreen who has moved back to San Luis Obispo. Maridel seconded, All approved. Patty will continue to update the bylaws for the foundation.
- Determined total funding for 2013 grant making
 - Boyd indicated that according to the bylaws that we can designate more than 5% of the total portfolio with 2/3's vote of the board.
 - Mike shared that we strive to exist in perpetuity and we do not expect our assets to grow substantially over the next few years.
 - Our portfolio is valued at \$1,865,434 on 10/1-2012. The suggested target was roughly 4% of our portfolio or \$75,000. This amount can be modified at the Nov. meeting.

Other business:

Avila Beach Community Foundation
Board Meeting – October 15, 2012
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES

- Forms for evaluation of Executive Director and self-evaluation of Trustees will be distributed at our next meeting.
- Next business meeting will be November 12th @ 3:30.
- Maridel made a motion to adjourn the business meeting, Bill seconded. All approved.

Grantee Candidate Presentations:

Each applicant has 5 minutes to highlight their project, or present anything that is not in the application packet and 10 minutes of Q&A.

1. **Agency:** People’s Self Help Housing (PSHH)

Project: Supportive Housing Services Program **Request:** \$8,000

Presenter: Rochelle Rose/Deepa Mallareddy **Funding History:** Previously funded (2012 - \$4,000)

- Develops affordable housing (21 total units/approx. 60 residents) for the disabled, elderly and low income. Approximately 40% of the residents are ages 0-17.
- Many residents in the complex were former Avila Beach residents displaced by the oil contamination clean-up, or presently work in Avila Beach
- Grant to help support the Case Manager’s salary who deals with the Supportive Housing Services Program
- Case Management, life skills, and budgeting are examples of the supportive services they provide or they connect them to other agencies for services
- Case Manager gives a minimum of 8 hours or 1 day per week. 75% of the Social Worker’s time is spent directly assisting clients, the rest on paper work or follow up with other service providers.
- Issues the residents are facing include reduction of work hours, bill increases and the family stresses that come with these life challenges
- Indirect costs listed on the grant application refer to administrative costs
- There is no increase in services for the \$8,000 request

2. **Agency:** Avila Beach Civic Association (ABCA)

Project: Community Center Management

Request: \$18,000

Presenter: Mary Richart Foppiano

Funding History: 2010 & 2011 = \$20,000 & 2009 = \$15,000 & 2012 = \$18,000

Anne Brown & Vicki Book

- Working towards self-sufficiency
- Very small grass roots, working board (11 members)
- ABCA has received very positive feedback from events

Avila Beach Community Foundation
Board Meeting – October 15, 2012
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES

- Working on capital campaign and membership drive. This year will include some perks with membership. Many businesses have joined as a member
- Started business to business network and open house for community businesses
- Hired a company to do their Social Media
- Started healing garden/lawn area outside the Community Center
- Made more \$\$ on the Albacore Feed this year

• Justin suggested that the ABCA develop some kind of recycling program

3. **Agency:** Avila Beach Civic Association

Project: Summer Beach Clean-up

Request: \$5,670

Presenter: Mary Richart Foppiano

Funding History: 2009 = \$5,000

Anne Brown & Vicki Book

2010 & 2011 = \$5,130 2012 = \$5,775

- The grant amount would cover beach cleanup services through the Achievement House from Memorial Day to Labor Day
- The dollar amount changes are due to actual costs (\$35 hr for a crew of 4/4 days a week) during the summer months

4. **Agency:** Port San Luis Harbor District

Project: Mutt Mitts Project

Request: \$5,000

Presenter: Loch Dreizler

Funding History: 2012 = \$3,325

2011 = \$3,425

- In 2010 we used 72,000 bags, now we are using 120,000. This may be an indicator of increased tourism. Some folks are using them for dirty diapers.
- There is a lot of positive feedback from the board and community regarding the mutt-mitts.

5. **Agency:** Sea Life Center

Project: Interpretive Signage

Request: \$22,000

Presenter: Priscilla Kiessig

Funding History: Various projects over several years, ranging from \$8,000 - \$15,000

- Working to expand the building because they are out of space
- They are also too small to be sustainable so they are working towards improving what they do so they can improve revenue

Avila Beach Community Foundation
Board Meeting – October 15, 2012
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES

- Surveys conducted by the SLC indicate that visitors want additional and improved signage
 - Working towards changing the name to Avila Aquarium and they are working to rebrand the aquarium
 - Concept ideas include banners on the side of the building and additional display boards
 - They are working with CBID to make Sea Fare (primary fundraiser) a bigger and better event with the hopes of recouping the funds they lost this year by not having the event
 - They have entered into an MOU with County Parks to expand the building into the brush area. The expansion would not go into the park.
 - They are now getting their salt water from the Cal Poly pier which results in a savings
 - They are encouraging students to do fundraising on their own for the summer program. They will track how this impacts their school-based program
 - Deferred grant revenue is from the Dept. of Fish and Game and this is spread out over several years to help cover operating costs
-

6. **Agency:** San Luis Obispo International Film Festival

Project: Short Shorts at the Beach

Request: \$3,500

Presenter: Wendy Eidson

Funding History: Previously Funded
2011 = \$2,500

- Purchase project equipment for film festival. Ideally the equipment would be stored at Joe Momma's, but it doesn't need to. The equipment could be used by other Avila organizations as long as there is a responsible person who is trained to use to equipment
 - They also want to add more venues in Avila since it is such a favored location
 - 25% of the attendees to Film Festival come from out of the County
 - They would also like to do more documentaries on health and wellness
 - Leasing the equipment would be an option, but it is still a pricey venture
 - In addition to the money, there needs to be a strong management infrastructure in place to manage the equipment as a community resource
-

7. **Agency:** Leadership San Luis Obispo

Project: Scholarships

Request: \$1,500

Presenter: Julian Varela

Funding History: New Applicant

- Educate participants who often end up as community leaders
 - Scholarships are for anyone in the County
 - They strive for diversity (culturally, geographically, gender, economically and racial diversity)
-

Avila Beach Community Foundation
Board Meeting – October 15, 2012
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES

- There is no guarantee that scholarships would be given to an Avila resident or businessperson
-

8. **Agency:** Avila Beach Swallow Haven Project

Project: Scholarships

Request: \$15,000

Presenter: Shirley Goetz

Funding History: New Applicant

- Grant application may be a bit premature, so applicant has withdrawn request for 2013
- Grant presentation is more of an educational presentation for a future application
- If swallows are not wanted at a house or building than netting can be put up
- There is potential for increased tourism
- Cal Poly and Chevron are interested in the project
- They are working on getting Avila designated as a bird sanctuary

9. **Agency:** Save Our Schoolhouse

Project: Project Development Funding & Website Development

Request: \$5,000 in perpetuity and \$1,100 for Website

Presenter: Tom Guernsey

Funding History: 2010 = \$5,000

- A study was done to establish the School House as a historical structure
 - Funds would help the committee move the project forward as a library and a museum
 - Discussed the priorities for the project. The roof looks worse than it is and has been evaluated by a structural engineer as safe, but the building still needs a lot of TLC
 - The initial goals are to bring the title back into the community which is currently held by the school district. Legal counsel would be required to move forward. Currently the County nor the school district are being good stewards of the school house
 - There is no financial statement. Current monies are held by the Foundation (roughly \$9,000).
 - There was a suggestion for the foundation to be a steward of the School House.
 - The website is for the education and outreach
 - They could use more than \$5,000, but they wanted to submit a modest request
-

Avila Beach Community Foundation
Board Meeting – October 15, 2012
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES

10. Agency: One Cool Earth

Project: Avila Beach Tree Planting

Request: \$4,995

Presenter: Lionel Johnston & Greg Ellis

Funding History: First Time Applicant

- Several letters of support from various organizations were distributed
- There is a partnership in place with Cal Poly and other organizations to assist in the planting of the trees
- Trees would tolerate coastal conditions. The goal is to plant small, native trees which are planted in the rainy season to give the trees a good start
- Trees to be watered by volunteers once a month
- Parking lots should have 50% shade cover after 10 years
- Plans still need to be approved by the Port, although they have been in discussion with the Facilities Manager to assist in the coordination of the project

11. Agency: Junior Lifeguards (JL)

Project: 2013 Summer Program

Request: \$10,000

Presenter: Jeff Blauer

Funding History: 2009 = \$9,500

Karl Blum

2010 = \$9,500 2011 = \$12,000

2012 = \$11,000

- Request is to support the program costs associated with scholarships, equipment, transportation and storage.
 - Our support has helped to build an outrigger community
 - Rob Rossi will help to build a canoe house
 - They have kids who started at age 10 who are now leaders in the program
 - All the teachers have been certified in first aid and professional rescuer certification.
 - The foundation's support has enabled JL to keep their costs down and reasonable for participants.
 - They are actively raising money from other organizations and parents.
-

Avila Beach Community Foundation
Board Meeting – October 15, 2012
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES

11. Agency: Cancer Well-Fit

Project: Program expansion at Avila Bay Club

Presenter: Jan Secord & Kate Wells

Request: \$8,000

Funding History: Previously funded through the Matching Grants Initiative

- They are now doing more fundraisers
- Many of their participants are referred by local doctors - some living or working in Avila
- They would include our logo on their t-shirts and other publicity
- It was suggested that the program capture in-kind donations
- Most participants are not club members
- Participants are exposed to the Avila community and are encouraged to stay in local hotels and eating at local restaurants
- There are less than 5% of participants from Avila
- The participants who can afford the program usually donate because they are so grateful for the program
- It was suggested that the oncologists help to fund the program