

**Avila Beach Community Foundation
Board Meeting – October 19, 2015
3:30 p.m. in the Avila Beach Community Center
MEETING MINUTES**

Committee Members Present:

President: Rick Rowe
Carolyn Morton, Secretary
Michael Faber, Treasurer
Gary Maier
Richard Zacky
Stephen Johnson

Staff

Executive Director: Rick Cohen
Project Specialist: Paula Dempsey

Trustee Candidates Present

Saul Goldberg
Brooke Salvani

Absent:

Lucinda Borchard
Julian Varela
Steve May
Mike Ginn
Percy Jones
Mike Ritter

1. **Meeting was called to order at 3:35 pm by President Rick Rowe**
2. **Roll Call by Carolyn Morton**
3. **Guest Introductions** – Rick introduced Trustee candidates Saul Goldberg and Brooke Salvani
4. **Consent Items**
Steve Johnson made a motion to accept the following consent items, Gary Maier seconded, all approved.
 - A. Minutes of July Board Meeting
 - B. August 2015 Financial Report
 - C. UBS Portfolio Report as of 10/16/15 (value \$2,008,621)
5. **Foundation Update Items:**
 - a. **Meeting with Kevin Sanchez (UBS)**
Trustees Rick Rowe, Gary Maier, Richard Zacky and Mike Ritter met with Kevin Sanchez to review the Foundation portfolio.
 - Kevin didn't recommend any major changes except to possibly shift some equities from domestic to international in early 2016.
 - Recommended taking funds out now for grants and operations for upcoming year which is already the practice of the Foundation.

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- Kevin is comfortable that over course of next 5-7 years UBS will be able to maintain 5-6% returns.
- Kevin recommended creating a spending and investing policy that he could help write including process of determining appropriate amount for annual grant making. Suggested looking at last 12 quarters to come up with a “rolling” average as one option.

b. Avila Beach Public Art Project – The RFP has been issued and proposals are due November 20th. Arts Obispo (Angela Tahti) is helping facilitate the project. A total of 15 artists attended two Info Tours to learn about the project. Paula and Angela have been working with SLO County and Port San Luis Harbor District representatives to secure their support since the possible artwork locations are on property controlled by these jurisdictions.

c. ABCF Social Marketing Report – Facebook (FB) likes are at 771 and continue to increase. Recent post of Front Street picture in the 1950s drew a lot of attention. Have been using FB to promote Public Art Project and Historical Tour App. Due to FB algorithm a small percentage of people see actual posts. To generate more exposure for posts would need to do FB ads when appropriate.

d. Avila Beach Historical Tour App – The new Historical Tour App is available on iTunes and Google Play. Terry and Jack San Fillippo are marketing the launch of the app. The Foundation is also helping promote via the Foundation website and FB posts.

e. Mike Faber’s Foundation Grant Making Database –Mike captured the Foundation’s grant making history for past 8 years in Microsoft Access database. Mike sending link to all board members. It provides an overview of the Foundation’s funding on both an aggregate basis and by year. It is great historical data for both current and future board members to consider when making grant decisions.

f. Cow Parade – Rick provided additional insight into opportunity and suggested option of co-sponsoring Cow with ABTA with 100% of proceeds designated to the Foundation that could be put in a fund specifically for future public art projects. An informal poll of the board indicated minimal support to date. Will find out how ABTA plans to proceed and re-visit opportunity at Nov. 9th meeting to make final decision.

6. Board Action Items:

- a. **Discuss/approve Julian Varela request for Leave of Absence** – Julian is spending majority of time in San Diego so he has requested a Leave of Absence. Board was open to the idea and will discuss in more detail at Nov. 9th meeting.
- b. **Discuss Foundation Gift Acceptance Policy** – Rick presented a draft of gift policy. Board wanted to add in some additional language and detail. Rick will

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work with Mike Faber to update language and bring revised Policy back to board for final review.

- c. **Determine percentage and amount for 2016 Grant Allocation** – Board determined targeted allocation should be \$52,500 (2.7%) pending final review at Nov. 9th meeting. Richard Zacky made a motion to approve, Steve Johnson seconded and all approved.

8. **Adjourn Business Meeting** – Rick Rowe adjourned Business Meeting at 4:05pm

9. **Grant Application Presentations for 2016 Funding** –

Only interviewing new or previously non-funded applicant organizations or projects, or new leaders of previously funded organizations.

A. People’s Self-Help Housing – Catherine Manning

Requested: \$1,000

Project:

Funds would be used to help low income residents served by the People’s Self Help Housing program pay increased water bills. Residents are currently billed at a discounted rate of \$85 per month but amount is expected to increase to \$100-plus. In order to be in program resident must meet program’s criteria and residents have to be “re-certified” each year.

B. Arts Obispo – Angela Tahti

Requested: \$1,250

Project:

Arts Obispo is requesting a “grant for services” to cover their time and participation in facilitating the Avila Beach Public Art project. A portion of the funds (\$250) will be used to cover expenses for the Community Reception when the finalist’s art proposals will be presented to the community. This is a “matching grant” request with matching funds to support the project raised through Arts Obispo membership support and contributions.

C. Port San Luis Harbor District – Chris Munson

Requested: \$3,500

Project:

Requesting funds to replace two concrete picnic benches (\$2,400) and two BBQ grills (\$900) that are located on Avila Beach. There are a total of six picnic benches and BBQ grills. The benches and grills were installed in 2001 and are reaching the end of their usable life (approx. 15 years). The funding would cover the cost of the equipment and the Port would handle the installation. The Port covered the costs of replacing two of

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the benches and grills last year. Ultimate goal is to stagger future replacement so cost is not incurred all at one time.

D. Port San Luis Lighthouse Keepers – Deb Foughty, Rick Rengel and Barton Dennen

Requested: \$5,000 (original request was \$10,000 but redesigned project so volunteers can build instead of contractor)

Project:

Funding would be used to complete the last stage of the ADA access path and ramp that connects the trolley unloading area to the Headkeeper’s Residence/Lighthouse. The trail and ramp would be constructed on-site. The completion of the ramp would enable wheelchair bound guests to have access to the main level of the Residence which is currently inaccessible.

E. Port San Luis Lighthouse Keepers – Deb Foughty, Rick Rengel and Barton Dennen

Requested: \$3,600

Project:

Funding would cover two “open house” days of free tours to the Point San Luis Lighthouse. The targeted audience for the free tours are low-income families and elderly that aren’t able to visit the Lighthouse due to cost. Would identify individuals that meet this criteria by asking for referrals from underserved schools, community centers, Big Brother/Big Sister program, etc. Cost of the two tours in 2015 was covered by the Port San Luis Harbor District but future funding is uncertain due to all the changes and major projects (ie Avila pier) currently being handled by the Port.

Next Board Meeting scheduled for November 9, 2015 at 5:00pm
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