

**Avila Beach Community Foundation**  
**Board Meeting – October 21, 2013**  
**3:30 p.m. in the Avila Beach Community Center**  
**MEETING MINUTES**

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Trustees Present:

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

Staff

Executive Director: Rick Cohen  
Project Specialist: Penny Burciaga

Absent

Boyd Horne

**Call to Order**

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

**Roll Call**

Attendees were noted in Roll Call by Maridel Salisbury

**Foundation Update Items**

- Rick reported that Chevron gave ABCF a check for \$1,500 to support the Avila Alerts Showcase. The event is scheduled for December 7<sup>th</sup>. Proceeds from art work sales will be split between the Civic Association/ABCF.
- PG&E has verbally pledged \$2,000 towards the Emerging Community Needs and Opportunities Fund
- SLOCOG has designated Avila as a new urban designation. This means that our 10% match will go up to 20%, but we have been well under our \$5,000 a year match due to the fare box donations collected by the Avila Trolley.

**Consent Items:**

Steve made a motion to approve the July board meeting minutes and financial report, and Maridel seconded the motion. All approved.

**Board Action Items:**

Steve Johnson presented the draft for the Strategic Action Plan.

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1) Discussed grant making allocation options for current year and future implementation. Trustees discussed limiting the number of years a particular project can be funded. The proposal presented offers a declining percentage in the amount that would be funded. Lucinda said that projects need to demonstrate community support. The formula for the grants needs to be rewritten in order to have a balanced allocation.

Rick will rework the language. Mike Ginn suggested that we have a meeting dedicated to just working through the Strategic Action Plan. Discussion on the remaining elements of the plan were postponed.

Discussed total funding available for 2014 grant making.  
Bill made a motion to award up to 3% of the portfolio value (which equals \$58,710).  
Mike Ritter seconded. All approved.

Other Business:

AG resident donated \$100 as a token of their appreciation for the Mutt Mitts.  
Rick reviewed the grant award process.

## **Discussion of Grants Awards**

### **1. People's Self Help Housing – Supportive Services Housing Program** **Requested Amount: \$7,500**

Many participants are homeless, past displaced residents, or residents currently working in Avila Beach, such as local fishermen. The grant would fund the social worker 1 day per week (8 hours per week). PSHH provides clinical/case management support, crisis intervention, couples counseling and budgeting services. Currently there are 40 residents and 29 units. If multiple residents are having the same issues, PSHH will create a group. When a new resident moves in, they are given a packet of info and given an orientation of the programs and services available. Most of the clients are referred by the manager who lives on site and is in frequent contact with the residents. Some of the classes available at the on-site rec. room are available at the Community Center. The social worker refers residents to services in the community or works with providers to bring the services to the residents.

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**2. Central Coast Aquarium – Community Action Wall**

**Requested Amount: \$15,000**

The name change has proven to be beneficial. The Community Action Wall speaks to the community's history and the history of the CCA. The goal is to help people understand why it's important to understand and appreciate the ocean. The grant money will help to purchase the signage and to fund a Community Action event. Capital campaign will begin the first part of next year. There is a lot of community support behind the campaign.

**Scholarships – Scientist for a day.**

**Requested Amount: \$5,000** 17 classes or approx.. 500 kids from our County and outside the County.

Currently serve approx.. 2000 kids per year. They are reaching out to kids and Title 1 schools that do not have sufficient travel funds. CCA provides 50% of the scholarship, the schools must match. CCA is heavily recruiting to high schools and science teachers.

**3. Mutt Mitts**

**Requested Amount: \$3,400 (Requesting less \$\$ due to left over stock)**

Approximately \$80,000 Mutt Mitts will be used this year, and can be found in Avila and Old Port.

**4. Civic Association – Community Center Management**

**Requested Amount: \$18,000**

ABCA now has a capital improvements fund, largely because of the Amgen donation and Adam Hill's donations. Income is primarily derived from events, membership campaigns, and facility rentals. The ABCA by default has become the local "chamber of commerce" and has ribbon cuttings for businesses and has set-up the Avila Beach Business Network. One of the benefits they have seen is that businesses are working together and supporting one another.

**5. Summer Beach Clean-up**

**Requested amount: \$5,670**

Beach area general clean-up services provided by the Achievement House between Memorial Day and Labor Day. The groups clean areas adjacent to the promenade

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and the beach.

**6. SLO Film Festival – Sports & Shorts Avila Beach**

**Requested amount: \$3,500**

The SLO Film Festival brought “Sport Shorts” and “California Dreaming” to Avila Beach and the projector funded by ABCF has been used on many occasions. The funds requested are for signage and promotions to bring more people to Avila and for facility rental.

Justin will recuse himself from the rating.

**7. Central Coast Salmon Enhancement**

**Requested amount: \$4,725**

CCSE is requesting support to combine the Avila Creek with the See Canyon Sub Watershed and to fund signage and a drainage map for the area. The mapping exercise is to help identify where the bacteria originated. The CCSE is working with County Environmental Health on the signage for the creek, and the fish in the creek are healthier, but more assessments need to be done.

Stephen Johnson will recuse himself from the rating.

**8. Avila Beach Lifeguards – Transportation and Scholarship**

**Requested amount: \$10,000**

Presented testimonials from sea instructor. Many kids are afraid or reluctant to get into the water and by the end of the program, they have become avid water enthusiasts. Last year there were 11 full scholarships for kids who were not able to pay. ABL also receives sponsorships from local businesses. They have also started a leadership academy for the older group. The leadership has compared like summer camp fees across coastal California, and Avila JGs is among the lowest cost.

**Trustee Initiated Projects:**

1. **Avila Trolley \$5,000**
2. **Avila Community News \$4,500**

<p><b>Next Board Meeting scheduled for Monday, November 4<sup>th</sup> at 3:30p.m.</b> <b>Avila Beach Community Center</b></p>
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