

**Avila Beach Community Foundation
Board Meeting - April 29, 2021 - 4:30 pm
Video Conference
MEETING MINUTES**

Board Members Present:

President: Mike Ginn
Vice President: Cyndy Lakowske
Secretary: Ellen Pitrowski
Treasurer: Richard Zacky
Lucinda Borchard
Joe Caradonna
Percy Jones
Barbara Nicholson
Paul Prather

Staff:

Executive Director: Rick Cohen
Project Specialist: Stephanie Rowe

Other:

Trustee Members Absent:

Bev Aho
Patrick Corrigan
Saul Goldberg

- 1. Meeting, conducted over “Zoom”, was called to order at 4:35 pm by Cyndy Lakowske**
- 2. Roll Call by Stephanie Rowe**
- 3. Introductions: None**
- 4. Consent Items:**

Ellen Pitrowski made a motion to accept the following consent items, Cyndy Lakowske seconded, and all approved.

 - a. Minutes from January 2021 Board Meeting
 - b. January and February 2021 Financial Reports
 - c. UBS March 2021 Summary Report – total portfolio value \$2,388,794 plus \$110,136 in checking as of 3/31/2021
- 5. Activities and Projects Updates:**
 - a. **Lifeguard Tower Murals Ownership** - Rick Cohen reported that the Port San Luis Harbor District Property Committee and Harbor Commission voted unanimously to accept ownership of the Lifeguard tower murals.
 - Ownership of the murals includes \$500 annual commitment from the Foundation for artist Colleen Gnos to inspect and maintain the murals.
 - The Foundation currently has about \$4,000 in the Public Art Preservation Fund.

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b. Seasonal Beach Area Cleanup Project - Rick Cohen reported that the PathPoint beach cleanup project will begin on May 10th and run through October 4th.

- Last year there was a late start to the project and PathPoint staff did the work because they could not use their clients due to pandemic restrictions.
- This year, their clients have received clearance and will be working two hours every Monday, Wednesday and Friday. The project may be extended beyond early October depending on need and funds available.
- The Foundation has received a \$2,000 grant check from Supervisor Dawn Ortiz-Legg for the project.
- A \$5,000 grant from Chevron has been approved but will not be received until later in the year.
- A grant request in the amount of \$3,000 has been submitted to PG&E to support the project.

c. Social Media Activity - Stephanie Rowe reported on subscribers for our monthly e-newsletter and Facebook fans.

- Currently 374 e-newsletter subscribers. Lost 6 subscribers in the last quarter but that is normal since people move or want to lessen things coming into their inbox.
- E-newsletter open rate for the last quarter was 50%. Industry average is 28%. Open rate was 46% before reminder started to be sent to those who had not opened email.
- Facebook fans currently at 1,463 for almost 13% increase or gain of 167 fans in the last quarter.

6. Foundation Reporting, Planning and Action Items:

a. Investment Committee Update

i. Draft of New Investment Policy Statement Update –

- Richard Zacky noted that Patrick Corrigan did a really good job making recommendations and working alongside Kevin Sanchez and the Investment Committee to update the Investment Policy Statement.
- The Investment Committee includes Patrick, Richard, Cyndy, Ellen and Joe.
- The major changes in the policy statement will be a level of discretion given to the investment advisor without having to ask permission to make a trade; guidelines and guardrails set up between the Board and investment consultant; and the institution of a periodic RFP process to make sure we are getting fair services at fair fees.
- **Richard Zacky made a motion to approve the revised Investment Policy Statement as proposed by the Investment Committee, Joe Caradonna seconded, and all approved.**

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- II. Ad Hoc Committee Recommendation for Discretionary Funds** - Richard Zacky presented the following recommendation from the Ad Hoc Committee:
- Hold \$10,000 each from the Trustee Discretionary Fund and Emerging Needs & Opportunities Fund and invest the remaining funds in the Foundation’s investment portfolio.
 - The remaining funds amount at this time are between \$26,000-\$27,000.
 - Special Project Restricted Funds and Donor Advised Funds will be kept as is.
 - **Paul Prather made a motion to approve the recommendation for the unrestricted funds made by the Ad Hoc Committee, Cyndy Lakowske seconded, and all approved.**

b. Request from *Save Our Schoolhouse* to Change Name & Expand Purpose to *Avila History Preservation Project* -

- Rick Cohen reported that the original grant request from the SOS committee for \$5,000 was to turn part of the schoolhouse into a type of historical museum.
- Additional donations were received through the matching funds initiative between 2009-2011.
- The land had already been sold to a developer who planned to build condos on the property and was willing to put time and money into restoring the schoolhouse for historical purposes. But that never came about.
- There is currently \$5,700 in the *Save Our Schoolhouse* account, and the committee wants to expand their scope to include all aspects of Avila history and be renamed as the *Avila History Preservation Project*. Rick recommended that the Board approve the requested changes.
- **Barbara Nicholson made a motion to approve the name change from *Save Our Schoolhouse* to the *Avila History Preservation Project*; to maintain the funds currently set aside for the project; and to request a report on the committee’s accomplishments, intentions and timeline going forward, Lucinda Borchard seconded, and all approved.**

c. Determine Grant Application Process for this Year - Rick Cohen asked for the Board’s input on how to handle the grant application process this year given that business for some of the usual grantees is in a state of flux.

- The Board decided not to return to the standard grant-making process again this year.
- The Board agreed instead to automatically renew the same grants as the Foundation did last year and then invite the leaders of the agencies to a meeting in the fall to provide updates.

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d. Review the Two Trustee Prospect Recommendations -

- Rick Cohen noted that the priority needs for prospect recommendations include a downtown Avila property owner, business owner or resident, and another with investment savvy.
- The goal is to have four downtown trustees on the board, as we currently have only three with Bev, Paul and Richard.
- Cyndy Lakowske and Percy Jones presented their prospect recommendations and the Board agreed to move forward in the process.

7. Other Business:

- a. **Conflict of Interest Disclosure Form** – Mike Ginn asked the trustees to review, sign, date and return the form to Rick Cohen through email or regular mail **by May 30th**.
- b. **Other** - None

8. Adjourn Meeting: Meeting adjourned by Mike Ginn at 5:52 pm.

Next Board Meeting - Thursday, July 22, 2021, 4:30 - 6:30 pm