

Avila Beach Community Foundation
Board Meeting (Zoom) – January 27, 2022 – 5:00 pm
MEETING MINUTES

Board Members Present:

President: Cyndy Lakowske
Vice President: Barbara Nicholson
Secretary: Ellen Pitrowski
Treasurer: Patrick Corrigan
Immediate Past President: Mike Ginn
Lucinda Borchard
Joe Caradonna
Saul Goldberg
Percy Jones
Paul Prather
Debra Pritchard
Richard Zacky

Staff:

Executive Director: Rick Cohen
Project Specialist: Kymberly Fazio

Trustee Members Absent:

Beverly Aho

- 1. Meeting, conducted over “Zoom”, was called to order at 5:02 pm by Cyndy Lakowske**
- 2. Roll Call by Kymberly Fazio**
- 3. Introductions:** Cyndy Lakowske announced the officers for 2022 and thanked them for their service.
President – Cyndy Lakowske Vice President – Barbara Nicholson
Secretary – Ellen Pitrowski Treasurer – Patrick Corrigan
Immediate Past President – Mike Ginn

Rick Cohen displayed an award to Mike Ginn, thanking him for his service as past president from 2019 - 2021.

- 4. Consent Items:**
 - A. Minutes of October 2021 board meeting
 - B. October/November/December 2021 financial reports
 - C. UBS year-end report for 2021

Cyndy asked if there were any questions regarding the consent items and there were none. **Paul Prather made a motion to approve consent items as proposed, Barbara Nicholson seconded and all approved.**

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5. Activities and Projects Updates:

- a. **Meet the Grantees social** - Rick Cohen reminded that this event would be held as there has been quite a bit of turnover in leadership within various organizations that we support and it would be nice to meet the new leaders. The event is still on hold due to the pandemic and we will likely be able to move forward when the County opens back up to public events.
- b. **Avila Mobile History event** - Rick Cohen reported that this idea was introduced prior to the pandemic. This is an event where we would invite local organizations and individuals that have collector items in relation to the history of Avila. The concept will be further developed once the Social/Events Committee meets. It is also on hold due to the pandemic, and we will likely move forward when the County eases restrictions on public events.
- c. **Social Media Followers** – Kymberly Fazzio reported on subscribers for our monthly e-newsletter and total Facebook fans.
 - Currently 367 e-newsletter subscribers – down 5 subscribers from last quarter.
 - E-newsletter open rate for the last 12 months is 52%. Industry average is 27%
 - Facebook fans currently at 1,496 with a loss of 8 fans in the last quarter.
- d. **PathPoint seasonal beach clean-up project for 2022** – Rick Cohen asked if the Board would like to continue participation in this activity. We have \$2,000 coming from County Supervisor Ortiz-Legg, verbal interest by Chevron for \$5,000. PG&E is several months away from their grant request process. The \$7,000 would leave us with a gap of approximately \$4,000, which would be reduced if PG&E provides some funding. Rick asked the board whether it prefers to have us fund as we have been, or perhaps move this project into our regular grant-making program. It was determined that we fund through the Trustee Fund this year. Rick will contact PathPoint to ask for a contractor agreement.
- e. **Determine use of \$5,000 from The Rossi Family Foundation for our Community Impact Fund Initiative** – Rick reviewed the initial three options summary discussed at our last board meeting. Paul Prather noted he liked the Matching Funds option, and several other Trustees agreed. Rick mentioned that County Parks and Recreation is already working on a project to clean up and maintain the Cave Landing area, which includes placing trash receptacles and refuse removal. Thus, our involvement does not appear to be essential. Barbara Nicholson stated that she would like to see the one-time funds be used for something different than what we presently support. She also asked if this would be open to others beyond the agencies we already support. Rick answered that the opportunity will be offered to those agencies and others. Several ideas were suggested and talked about including:
 - Repair of the rusty and cordoned off beach staircase. Rick reported that this has been discussed at AVAC meetings, but the Harbor Commission has received quotes to do so too expensive (in the neighborhood of \$80,000), and of low priority compared to other needs
 - Richard Zacky mentioned a possible sand sculpture building competition. Lucinda stated that Cayucos does this annually. Paul Prather suggested partnering with Flying Flags, the new camping resort in Avila.
 - Percy Jones mentioned putting up a “lighted” Christmas tree or lighting up the pier during the holidays as it is such a dark area. This could be a draw for businesses and the community. Paul

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Prather mentioned we could offer to fund the lights and engage the local Eagle Scouts to put up and take down the lights.

Barbara stated that it would be good for us agree on a purpose for this grant, collect proposals from the public, and then decide which idea to fund. It was agreed that Rick will publish an RFP to announce this one-time funding opportunity in the Foundation’s March newsletter, in the March Avila Beach Life news publication, and via an email to our current grantees contact list.

Richard suggested that Rick check to see if the Rossi Family Foundation would like to be acknowledged for its donation in the RFP.

f. Confirm/Recruit members for committee assignments for 2022:

- Finance/Investment Committee – currently consists of Patrick Corrigan, Richard Zacky, Joe Caradonna, Ellen Pitrowski and Cyndy Lakowske.
- Social/Events Committee – would like more members to volunteer for this committee. Barbara Nicholson, Michael Ginn, Lucinda Borchard, Saul Goldberg and Debra Pritchard volunteered for the committee. Cyndy Lakowske excused herself from this committee going forward.

6. Foundation Reporting, Planning and Action Items:

- a. Year-end summary of Deferred Expenses** - Rick Cohen reviewed the summary that was emailed to all board members. Some clarification was requested on the Donor Advised Funds. No other questions were asked.
- b. Approve 2022 Operating and Grant Expenses Budget** – Patrick presented the proposed 2022 budget that was emailed to all board members. Patrick recommended approval of the budget. Cyndy moved to approve, Paul Prather seconded and all approved.

7. Other Business:

- a. 2022 Meeting Schedule** - Rick previously emailed the meeting schedule for 2022. We will likely reschedule the April and July board meetings in order to accommodate Cyndy Lakowske’s schedule.
- b. Updated Board Roster** - Rick previously emailed the updated board roster for 2022 and asked Trustees to let him know of any changes in contact information.
- c. Other** - None

8. Adjourn Meeting – Meeting adjourned by Cyndy Lakowske at 6:04 pm.