

**Avila Beach Community Foundation
Board Meeting – July 31, 2017 – 5pm
Avila Beach Community Center
MEETING MINUTES**

Trustee Members Present:

Past President: Rick Rowe
Treasurer: Richard Zacky
Secretary: Lucinda Borchard
Gary Maier
Bev Aho
Saul Goldberg
Percy Jones
Brooke Salvini
Mike Ginn
Cyndy Lakowske

Staff:

Executive Director: Rick Cohen
Project Specialist: Paula Dempsey

Trustee Candidate Present:

Ellen Pitrowski

Other

Dave Fried – UBS via Phone Conference – in place of Kevin Sanchez

Trustee Members Absent

Lisa Ritterbuck
Paul Prather

1. **Meeting was called to order at 5:05 pm by Past President Rick Rowe**
2. **Roll Call by Secretary Lucinda Borchard**
3. **Introductions –**
 - a. Rick R. introduced guests:
 - Trustee Candidate Ellen Pitrowski
4. **Conference Call with Dave Freed of UBS**
 - 8th Year of Bull Stock Market
 - Target Allocation for portfolio is still in-line with Foundation investment strategy
 - No recommendations at this time to re-balance investments
 - Portfolio is up 9.5% YTD thru July 30, 2017 and value is **\$2,150,414.02**
 - Reviewed proposal to transfer Parametric portfolio (53% of total) to a Blackrock portfolio of ETFs
 - Lowers fees by 60% from 20 basis points to 8 basis points
 - 5 ETFs to replicate the Parametric holdings & add component of Minimum Volatility ETFs
 - Balance of portfolio (47%) would stay invested “as is” with current holdings
 - Brooke Salvini moved to approve the transfer to the Blackrock ETF portfolio, Richard Z. seconded and all approved.

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5. Consent Items:

Lucinda B. made a motion to accept the following consent items, Richard Z. seconded, and all approved.

- a. Minutes of April 2017 Planning Retreat Business Meeting Minutes
- b. April, May and June 2017 Financial Reports
- c. UBS Portfolio Summary thru June 2017

6. Activities and Project Updates:

a. Avila Storytelling Event

- Event will be held Friday, October 20th from 6-8:30pm at the Community Center - Initial Planning Meeting was a success and received a lot of good input
- Event will include a showing of the History of Avila Film that premiered at the SLO Film Fest, a mini-museum of Avila artifacts and a karaoke style storytelling hour from pre-determined members of the community - Goal is to have approximately 12 storytellers
- Jack San Filippo will be assisting with outreach to Storytellers
- Hiring Penny to professionally video/document the storytelling which will be uploaded to the Foundation website and shared as needed
- Event will be free to the community thanks to sponsorships totaling \$4,000 from Adam Hill and PG & E

b. ABCF Marketing Report

- Monthly email of Rick C. column continues to average approximately a 40% open rate which is excellent
- Facebook (FB) likes are over 1000 and continue to increase. Have been using FB to promote grantees, public art project and other Foundation updates.

c. Public Art Phase II Donations Report

- The Foundation has raised \$16,200 toward the Public Art Phase II project including several larger donations as well as multiple smaller donations in conjunction with the license plate frame promo. Goal is \$25,000 by the end of the year.
 - Discussed whether Foundation should pledge an amount to the project to help close the gap and support the effort. It was decided to revisit at the next board meeting.

d. Revised Beach Cleanup Arrangement with Achievement House

- Civic Association was unable to raise the matching dollars so Foundation has taken over role of managing the project and funding the matching dollars so the 2017 program can continue as planned
- The additional cost of \$2900 was largely offset by generous donations from Richard Z. and Paul P.

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- Concern was raised over the lack of effort on the part of the Civic Assn. to raise the matching funds and any future grants with the Achievement House will be directly handled by the Foundation

e. County Public Works Avila Tree Trimming Grant Proposal to CBID Denied

- Rick C. brought everyone up to date that the County Public Works grant proposal for the Avila Tree Trimming and maintenance was denied by CBID, so Public Works may come back to the Foundation at some point with another application. Board agreed that generally speaking the County and the business community should be responsible for the project versus the Foundation.

7. Foundation Reporting, Planning and Action Items:

- a. **Elect Ellen Pitrowski to Board of Trustees** – Mike Ginn moved to approve, Rick R. seconded and all approved. With addition of Ellen (resident of See Canyon) there are now 13 members of the board. Maximum number is 15.
- b. **Free Trolley Significant Match Increase** –
 - Foundation has been helping fund the Trolley since 2004 based on covering 10% of the operating expenses up to a cap of \$5,000.
 - Most years the amount funded has been less than \$5,000.
 - SLORTA recently exercised a condition in the contract (without notice) that requires the Foundation’s contribution to be increased to 20% of operating expenses so the most recent bill was significantly higher.
 - Rick C. reached out to SLORTA and is meeting with their Executive Director to review situation and determine options and then he will present those to the board to make a final decision on whether/how they want to continue to support the program.
- c. **Sponsorship Request for Community Center Apple Festival** – This year’s Apple Festival is being held Sept. 23rd and will be a fundraiser for the Civic Association hosted at the Avila Beach Community Center.
 - Brooke S. moved to approve a \$500 gala sponsorship, Lucinda seconded and all approved.
- d. **People’s Self Help Lachen Tara Mid-Year Report** – Report was previously emailed to the Board. The organization is very timely and conscientious about providing the report to keep the Foundation updated.
- e. **Follow up on Board Interest in Having Professional Review or Audit** – Brooke S. and Richard Z. will be following up on this item. Goal is to conduct the review in 2018 following the end of the 2017 calendar year.
- f. **Review Rick’s Post Board Planning Retreat Recommendations**
Rick C. shared his suggestions for Foundation activities for the balance of 2017 thru 2019. Several initiatives addressing his recommendations are already in progress, including the Storytelling Event, Public Art fundraising efforts and review of the

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Foundation’s digital presence (website and social media). In particular Rick would like to encourage increased trustee involvement in both the future planning/brainstorming process and community outreach including possibly trustee hosted neighborhood socials. The Board agreed that the recommendations represent a good outline for future board activities.

g. Executive Director Review

Board decided results of evaluation would be delivered by Lisa Ritterbuck. Additionally, it was a unanimous decision to grant Rick a merit increase.

8. Other Business:

- a. Rick C. distributed Trustee Business cards and “Avilone” Pride license plate frames

9. Adjourn Meeting – Rick R. adjourned meeting at 7:10pm.

Next Board Meeting on Monday, October 16, 2017 at 3:30pm
