

**Avila Beach Community Foundation  
Board Meeting – July 22, 2021 - 4:30 pm  
Avila Beach Community Center  
MEETING MINUTES**

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**Trustee Members Present:**

Vice President: Cyndy Lakowske  
Treasurer: Richard Zacky  
Bev Aho  
Lucinda Borchard  
Joe Caradonna  
Patrick Corrigan  
Percy Jones  
Barbara Nicholson

**Staff:**

Executive Director: Rick Cohen  
Project Specialist: Stephanie Rowe

**Other:**

Debra Pritchard – Trustee Candidate  
Kristen McKiernan – Avila Beach Children’s  
Business Fair

**Trustee Members Absent:**

President: Mike Ginn  
Secretary: Ellen Pitrowski  
Saul Goldberg  
Paul Prather

- 1. Meeting was called to order at 4:28 pm by Cyndy Lakowske**
- 2. Roll Call by Stephanie Rowe**
- 3. Introductions:** The Board welcomed attendees Kristen McKiernan who was presenting a sponsorship request for the Avila Beach Children’s Business Fair and Trustee Candidate Debra Pritchard.
- 4. Consent Items:**  
**Patrick Corrigan made a motion to accept the following consent items, Bev Aho seconded, and all approved.**
  - a. Minutes from April 2021 Board Meeting
  - b. March, April, May 2021 Financial Reports
  - c. UBS June 2021 Summary Report – total portfolio value \$2,549,283 plus \$74,546 in checking as of 6/30/2021
- 5. Activities and Projects Updates:**

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- a. **Avila Beach Children’s Business Fair presentation** – Kristen McKiernan presented an overview of the event which would showcase young entrepreneurs and their business ventures. She passed around a packet of information which included sponsorship opportunity levels and total expenses.
    - Event scheduled for Saturday, October 16th, 10am-12pm at the Avila Beach Community Center Garden.
    - The event is free and open to the public
    - Kristen thanked the Board for their consideration
  - b. **Chevron Grant** - Rick Cohen reported that the \$5,000 check has been received and deposited.
  - c. **PG&E Grant** – Rick Cohen reported that he has received confirmation of the \$3,000 grant. Both the Chevron and PG&E grants will go towards the PathPoint seasonal cleanup project.
  - d. **Social Media Activity** - Stephanie Rowe reported on activity for our monthly e-newsletter and Facebook fans.
    - Currently 371 e-newsletter subscribers. Lost 3 subscribers in the last quarter but that is normal.
    - E-newsletter open rate for the last quarter was up to 51% vs 50% previously. Industry average is 28%.
    - Facebook fans currently at 1,479 for 1.1% increase and gain of 16 fans in the last quarter.
- 6. Foundation Reporting, Planning and Action Items:**
- a. **Investment Committee Update**
    - I. Patrick Corrigan gave a summary of the July 19<sup>th</sup> quarterly report meeting with UBS.
      - The Foundation’s returns were in line with the benchmarks.
      - Based on the revised Investment Policy Statement, Kevin Sanchez has the discretion to rebalance the Foundation’s portfolio within the specified guardrails.
      - Kevin reviewed two new accounts that were set up in the last quarter.
  - b. **Event Committee** - Rick Cohen gave an overview of the Avila history event he would like to have in the spring.
    - The idea came about after a couple of emails from folks asking about future history events.
    - Rick would like to brainstorm ideas for a “mobile museum” where residents and agencies can display their historical Avila photos, artifacts and keepsakes.
  - c. **Introduction of Board Prospect** - Percy Jones introduced Debra Pritchard who has extensive experience in non-profits and feels she will be a great addition to the Board.
    - Debra noted that she moved to Avila Beach in March 2020 after being in the Peace Corps for 10 years in the Philippines. She also noted that she wanted to get involved in her new community and was ready to move forward in the Board process.
    - All approved Debra Pritchard to be elected to the Board.

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- d. **Decision on Children’s Business Fair Sponsorship Request** – The Board agreed this was a good event to sponsor. Rick Cohen noted that the Board cannot write a check to an individual, but they could sponsor specific expenses.
- **Cyndy Lakowske made a motion to fund T-Shirts up to a maximum of \$500, Richard Zacky seconded, and all approved.**
- e. **Discuss Idea to Invite Grantees to October Board Meeting** – Rick Cohen noted that with the Board decision not to have the standard grantee presentation process again this year, he suggested inviting the grantees to the October meeting for a meet and greet. He knows that there have been some leadership changes over the last year. The Board agreed.
- 7. Other Business:**
- a. **Conflict of Interest Disclosure Forms** - Rick Cohen asked the trustees to return the form to him if they have not already done so.
  - b. **Trustee Donation Request** – Cyndy Lakowske reminded the Board that any donation is much appreciated. She thanked those who already donated.
  - c. **Proud Avilone Cinch Bags** - Rick Cohen passed out the new cinch bags to all trustees.
- 8. Adjourn Meeting:** Meeting adjourned by Cyndy Lakowske at 5:35 pm.

***Next Board Meeting - Thursday, October 14, 2021, 4:30 - 6:30 pm***