

**COLLEGE OF THE REDWOODS
FOUNDATION BOARD MEETING
MINUTES**

August 15, 2018 2:00 pm –3:30 pm
Eureka Main Campus (Boardroom)
7351 Tompkins Hill Rd., Eureka, CA 95501

1. COMMENTS/BOARD BUSINESS

1.1 Call to Order, Roll Call - Monica Sperling

Present	Not Present
Monica Sperling	Jim Maher
Keith Snow-Flamer	John Corbett
Bob Brown	
Bruce Emad	
Danny Kelley	
Bill McAuley	
Marty Coelho	
Julia Morrison	
Joe Hash	

1.2 Approve 5/16/18 Minutes - Monica Sperling

Minutes unanimously approved.

1.3 Call for Public Comment - Monica Sperling

None

1.4 Moment of Silence in Honor of Jim Davis - Bruce Emad

1.5 Sports Auction & Dinner Update - Bob Brown

Bob thanked everyone that attended. The Sports Auction raised \$100,000.

1.6 Marketing/Foundation Presentation - Marty Coelho

Marketing Update

- The new Athletics logo has been developed.
- The College Access/Free Tuition program has been promoted since late February on TV,

with radio ads on 16 stations, and online with video ads, banner ads, and ticker ads. CR has had over 1 million online ads in the last five months promoting free tuition at CR. A print ad was also run in the Sunday Times-Standard and the North Coast Journal.

- CR has been promoting the Sports Auction, community education and adult education through radio ads, and has also been promoting career technical education through radio and movie theater ads.
- We are rebranding our Community Education Program to “Workforce and Community Education” and have been promoting:
 - Auto Body Program
 - Emerging Leaders Institute
 - Trucking Program
 - Medical Assisting
 - Trades Career Preparation
- CR is redesigning the website to be more mobile friendly. Twenty-six career education websites are being redesigned, and new content being gathered to be more customer focused.
- We have designed 18 transfer degree flyers (impact on our budget going forward.)
- CR is collecting content for a District promotional booklet, similar to the booklet completed for Career Education.

Foundation Update

- The scholarship coordinator position has been open since early May. Jordan Walsh stepped in and posted our scholarship checks for students.
- Completed our hiring process for scholarship coordinator and have hired longtime CR employee Sheila Hall who has worked for CR for seventeen years and has experience in multiple departments at CR including counseling and human resources.
- Executive Director met with a former CR employee and he agreed to move his \$15,000+ scholarship from HAF to CR. We have received the 1st check and will be setting up his scholarship – the Tim Crossman Memorial Scholarship Fund.
- Former CR employee Marian Perry has left in her will \$60,000 to repair and improve the tennis courts and \$60,000 to buy equipment/supplies for the Biology department.
- Executive Director met with Green Diamond’s Neal Ewald to finalize our strategy for working with the States Veteran Affairs department and respective military support groups to promote CR’s trucking program. A flyer is in production.
- Executive Director met with a faculty member of Godinez Fundamental High School in Santa Ana, who will be directing his students to our Academy of Justice and other CR programs. This may help us develop a model to work with high schools down south.
- Secured four auction packages which raised \$8,000 for CR athletics.
- The Jim and Shirley Davis’s scholarship fund has grown to \$7,100.
- Executive Director met with Patrick Cleary and HAF to discuss the Redwoods Room & Board Scholarship and other partnership opportunities.

1.7 Update on Redwoods Scholarship for Housing & Food Insecurity

Marty Coelho, Joe Hash, Keith Snow-Flamer presented on the Redwoods Room &

Board Scholarship. Board members recommended CR be able to demonstrate the financial investments they have made in the fund.

1.8 Identification of Potential New Board Members – Monica Sperling

Board members discussed potential new board members, and the process to solicit their membership. President or Vice President, with the Foundation’s Executive Director would meet with the potential new board members.

2. ACTION/DISCUSSION ITEMS

2.1.1 Finance Committee Update - approve Foundation’s financial reports - Bruce Emad

Finance Committee and Julia Morrison presented on the quarter’s financial reports. The financial reports were unanimously approved.

Bruce explained the need to move the Morgan Stanley funds since they will no longer be managing accounts like ours. We are waiting on hearing from Chris Beeman, our current Morgan Stanley representative. He is looking to move with his accounts to another company. We should be able to then transfer our accounts at no cost and keep the same investment strategy in place. We will wait to hear from Chris and the Finance Committee will have a recommendation at our next Board Meeting.

3. FUTURE AGENDA ITEMS & ADJOURNMENT – Monica Sperling

Bill McAuley would like to have an elevator pitch developed for the Foundation.