

REDWOODS COMMUNITY COLLEGE DISTRICT
Minutes of the Foundation Board
Eureka Main Campus (SS204B)
7351 Tompkins Hill Rd., Eureka, CA 95501
Foundation Board Meeting, Wednesday 5/17/17, 2:00 – 3:30

PRESENT

Jim Davis, Keith Snow-Flamer, Martha Traphagen, Bruce Emad, Jim Maher, Bill McAuley, Tom Ross, Monica Sperling, Marty Coelho, Joe Hash

ABSENT

John Corbett

OTHERS PRESENT

Doug Edgmon

1. CALL TO ORDER

2. No public comment.

3. Minutes

Minutes for the Foundation board meeting for 2/15/17 unanimously approved.

4. Minutes

Minutes for the Foundation board meeting for 3/28/17 unanimously approved.

5. Updates

5.1 Scholarship Update

The Foundation has received \$2,400 for two scholarships for CR's auto program. The \$25,000 gift for CR's nursing program is in probate. CR has received a gift of \$25,300 for a forestry internship program at Sequoia Orchids and Redwoods. The Board unanimously approved the \$25,300 gift.

5.2 Logo and Marketing Update

The CR logo survey had over 2,500 votes, and received 1.5 votes per minute during the first five hours of the vote. Design A won and we are working with this logo concept to refine it and develop the athletic version of the logo. The steps after will include developing the branding /graphics guide.

Data was reviewed indicating that the enrollment campaigns have had a positive impact on web traffic, applications to the District and to increasing enrollment.

There are currently six television ads running (five are KT students) on Channel 3 and various Suddenlink Channels. These commercials have also been posted to Facebook, several have gone

viral with 4,000 to 8,000 views. We just completed another commercial with one of our alumni – Rosa Dixon, who is co-owner of a gluten free bakery called Natural Decadence. We have seven radio ads running, that will run all summer promoting enrollment and also promoting our community education program. We also have a banner/video ad enrollment campaign running on the internet.

We are close to having the final bid for replacing all the directional signs on campus. Various committees on campus have reviewed so we hope to be able launch this project this summer.

We are looking at sponsoring the Walk to End Alzheimer's – held by the national Alzheimer's Association who's partnering with then Humboldt Senior Resource Center, St. Joseph Health System, Danco, Lima's Pharmacy, Channel 3, Timber Ridge, and Alder Bay etc. Estimated cost \$1,500.

5.3 Fundraising Update

We have begun the process of moving our alumni records to our DonorView CRM / Alumni / Fundraising software package. We are moving 14,500 records over from the 180,000. 10,500 records had up to date addresses, we added an additional 4,000 records that could be potentially correct for testing. We are now working on structuring the online giving forms. If Kimberly Sweet does not return from maternity leave, then we will be hiring a replacement Foundation Coordinator.

5.4 Audit Committee Update

Please see attached Audit Committee memorandum.

5.5 Finance Committee Update

Doug Edgmon presented research on CD rates offered by various institutions. Overall rates were best for Morgan Stanley out of Redding. The Redding office has also managed multiple CD funds for a local hospital, so very similar to what the CR Foundation needs.

5.6 Nominating Committee Update

The nominating committee asked for a review of the Foundation's bylaws on the nomination of Board leadership. There was a concern about the lack of specificity in the existing bylaws. The Executive Director reviewed other community college foundation bylaws and recommended additional detail for the CR Foundation's bylaws.

6. Board Business

ACTION 6.1 Approve the 2015 & 16 CR Foundation Audit

The Foundation's 2015-16 audit was unanimously approved. The Foundation's tax returns (990) for 2015-16 were also unanimously approved.

ACTION 6.2 Approve finance committee's recommendation for investment of funds.

The Board unanimously approved having the \$1.5 million in Cal Trans mitigation funds transferred from the current CDARs account at Redwoods Capital Bank to the Morgan Stanley office out of Redding. The finance committee was asked to work with Morgan Stanley to

determine the best mix of CDs using various times frames such as 6 months / 1 yr. / 18 months / and 2 years. The current CDARs expires on June 27th.

**ACTION 6.3 Approve nominating committee's recommendation for updating of
Foundation Bylaws.**

The proposed updated language for the election of Board leadership was unanimously approved. The bylaws have been updated.

Additional Issues

Joe Hash updated everyone that the Sports Dinner and Auction would once again be held this year on August 10th.

ADJOURNMENT 3:30 pm