

East Los Angeles College Foundation
Board of Directors Meeting -
Foundation Board Retreat
Saturday, October 1, 2016
JW Marriott Palm Desert - Directors Suite 7
9:00 AM

Members Present: Tina Hwang, Paul Chang, Philip Cohen, Sandy Ho, Arnolito Jaquez, Jr., Priscilla Lizárraga, Marvin Martinez and Helen Romero Shaw.

Members Absent: Marshal Chuang (excused), Asif Mahmood (unexcused), Ken Maxey (unexcused) and Marissa Castro-Salvati (unexcused).

Staff and Consultants: Paul De La Cerda, Irynne Isip, Armond Aghakhanian

I. Call to Order: T. Hwang called the meeting to order at 9:00 AM

II. Strategic Planning Session I - CLOSED SESSION:

Retreat facilitator and consultant, A. Aghakhanian, shared the importance of ELAC in the community, a fundraising overview and the board's role in fundraising to ensure success and growth.

P. De La Cerda shared the concept and advantage of an Advisory and Honorary Board . A Motion by P. Lizarraga to establish an Honorary Board and formally add it into the Foundation's by-laws was seconded by S. Ho. Motion passed unanimously by the Board.

Next, P. De La Cerda indicated that the Foundation by-laws state that the board of directors should be between 15-35 members. The current number of board directors is 12. A motion by P. Lizarraga to set the goal of increasing the

number of board directors by April 8, 2017 was seconded by H. Romero Shaw. Motion unanimously approved by board.

An additional motion was made to recruit 5-10 members by December 31, 2016 and ultimately grow the board membership to 21 members by April 2017 by P. Lizarraga was seconded by H. Romero Shaw. Motion passed unanimously by board.

Next, the board agreed to have staff prepare Foundation business cards for the board directors and will include the following:

- Monterey Park Campus address and Corporate Center Office phone & fax
- Board Director's current work/personal phone, address and yourname@elacfoundation.com email
- Why ELAC? Bullet points or
- ELACF Mission Statement on back of card

Board Directors agreed to use the ELACF email address elacfoundation.com rather than using work or personal email addresses to create uniformity and project a professional image.

A. Aghahakian shared a proposed \$3M fundraising goal for ELACF. He spoke on the pros and cons of planning next year's President's Gala as a joint venture with the Vincent Price Art Museum Foundation. He shared forming a President's Circle of member and donors who would be able to participate and network within an elite group of professionals.

Motion by M. Martinez to formalize the President's Circle partnership levels and benefits. Seconded by S. Ho. Motion unanimously passed by board.

Next, as part of the ELAC College Promise program, the Foundation will fundraise to meet the funding need of non-LAUSD students not covered by free tuition by the LA College Promise program.

In regards to on-campus landmarks, ELAC Time Square and ELAC Hall of Fame was explained as a fundraising opportunity and strategy to showcase the college and donor recognition. Also, a discussion of a swap meet returning to the college as a way to generate annual revenue was discussed. Staff will pursue this as a fundraising strategy similar to other college foundations in Los Angeles such as LA City College and Cuesta College

III. Strategic Planning Session II - CLOSED SESSION
CONTINUED:

M. Martinez provided the board with many exciting campus updates. ELAC was notified that U.S. Department of Education awarded a \$6M grant for efforts to increase student enrolled in STEM programs. Report on Dual Enrollment - 250 classes at ELAC offered to high school students to generate enrollment.

Board welcomed newest Board Directors, Paul Chang and Arnoldo Jaquez, Jr. and express how they can actively contribute to the board and ELAC's mission.

A. Aghahakian discussed the 2016-17 fundraising plan which included annual campaigns and events.

At the next Board meeting, the Foundation Board minutes from August 25, 2016 will be approved. Also, professional photos of Board Directors will eventually be taken for the Foundation office wall and website. Latest professional biographies are needed for the website.

IV. Regular Business Meeting - OPEN SESSION:

Executive Director's Report:

P. De La Cerda requested support for covering 50% of the cost of sending 3 ASU members to the HACU conference in San Antonio, TX of up \$3,000 maximum.

Motion by P. Chang to approve request for covering cost of sending 3 to leader of ASU to attend conference and seconded by A. Jaquez. Motion approved unanimously by board.

P. De La Cerda shared current information about Rios Trust endowment.

Payden & Rygel Financial Statements were shared and discussed.

Proposal for a motion to transfer the Rios Trust funds of \$1 million into a segregated investment portfolio with Payden & Rygel. Motion by P. Cohen and second by H. Romero Shaw. Unanimously passed by board.

Foundation Staffing update - Foundation Development Assistant, Michelle Rodriguez is set to return to the office on October 13, 2016. I. Isip's last day will be October 12, 2016.

V. Open Session Items:

A. P. De La Cerda gave financial report with budget to actuals.

B. Gala location was tentatively set at JW Marriott in Los Angeles for possible date of April 8, 2017. Contract to be possibly shared and approved at next board meeting.

C. Conflict of Interest forms were updated and signed by Directors.

D. Next Board Meeting will be October 20, 2016 - Location may be in President's Office on campus. Board Directors will possibly tour the new Math/Science building.

VI. Adjournment: The meeting adjourned at 4:15 PM.