

COLLEGE OF THE REDWOODS FOUNDATION BOARD MEETING MINUTES

February 27, 2019, 2:00 pm –3:30 pm
Eureka Main Campus (Boardroom)
7351 Tompkins Hill Rd., Eureka, CA 95501

1.0 COMMENTS/BOARD BUSINESS

1.1 Call to order, Roll Call Jim Maher

All board members present. Sheila Hall absent.

1.2 Welcome Don Olson Jim Maher

Welcomed Don Olson, former superintendent at Del Norte County Unified School District, and Colleen Mullery as our newest member from the Board of Trustees.

1.3 Approve 11/14/19 Minutes Jim Maher

Unanimously approved

1.4 Call for Public Comment Jim Maher

No public comment

1.5 Scholarship Update Sheila Hall

Provided by Marty Coelho. 800 students to date have applied for scholarships.

1.6 Quarterly Marketing/Foundation Report Marty Coelho

Marketing

Our commercials this quarter included:

Rami	15,000 reached, 9,300 views, 29 shares, another 1,000 on LinkedIn
Candace	23,000 reached, 15,000 views, 70 shares, another 2,000 on LinkedIn,
Maria	21,000 reached, 11,000 views, 27 shares
Ryan	17,000 reached, 11,000 views, 24 shares

In addition to these four ads, radio ads for free tuition and Associate Degrees for Transfer were also run for spring enrollment.

We now have 7,900 followers on LinkedIn, and 6,200 on Facebook.

Enrollment and tour numbers were up six days into the semester. Current headcount numbers indicate that we're 230 ahead of where we were at this same point in spring 2018. According to IR, we had a headcount of 4,395 in spring 2018. As of this morning, we showed a spring 2019 headcount of 4,625.

We are receiving weekly calls for tours.

Foundation

Room & Board Scholarship Fund Update – we have raised \$72,200 to date. Our newest contributions include:

Robert Johnson – The Rose Perenin Foundation	\$6,000
McLean Foundation	\$5,000
HAF Donation	\$30,000

We have received a \$40,000 gift for our endowment fund from Craig C. Hansen for scholarships for our trucking program.

Endowed Accounts have increased by \$135,000 this academic year.

Del Norte has created its own Faculty & Staff Scholarship.

We have been updating our Foundation page, and we will be reaching out to everyone to get head shots and bios.

We have successfully moved our CalTrans mitigation funds from Morgan Stanley to Wells Fargo.

We have launched Smile Amazon to raise unrestricted funds for the Foundation.

2.0 ACTION/DISCUSSION ITEMS

2.1 Finance Committee Update **Bill McAuley** **Approve Foundation financial reports.**

Financial reports unanimously approved.

2.2 Audit Committee Update. **Bill McAuley**

Bill submitted a summary report for Board information.

2.3 Accept \$40,000 gift from Craig C. Hansen for **Jim Maher** **CR Trucking Program Scholarships**

Gift accepted.

2.4 Accept \$30,000 donation from HAF for **Jim Maher** **Redwoods Room and Board Scholarship**

Gift accepted.

3.0 Committee Appointments **Jim Maher**

3.1 Ad Hoc Strategic Planning Committee Develops a Foundation strategic plan for Board review and approval. This may include vision, mission, goals, and strategies. Members: Jim Maher, Monica Sperling, Colleen Mullery, Danny Kelley

3.2 Ad Hoc Bylaws Committee

Reviews and updates Foundation's bylaws for Board review and approval.
Members: Colleen Mullery, Don Olson, John Corbett

3.3 Ad Hoc Nomination Committee

Advises the Board on matters related to recruiting and nominating new board members, new member orientation, and recommending a slate of officers each year. Members: Bill McAuley, Don Olson

3.4 Finance/Audit Committee

Monitors the Foundation's finances and financial transactions, develops investment policies and provides for an annual audit. This committee meets the Monday before every board meeting.
Members: Jim Maher, Bill McAuley, Danny Kelley

3.5 Ad Hoc Scholarship Committee

Plans and hosts an event to recognize scholarship donors and recipients.
Members: Monica Sperling, John Corbett

3.0 FUTURE AGENDA ITEMS & ADJOURNMENT

Jim Maher

Our next board meeting is May 15th.