

**REDWOODS COMMUNITY COLLEGE DISTRICT**  
Minutes of the Foundation Board  
Eureka Main Campus (SS204B)  
7351 Tompkins Hill Rd., Eureka, CA 95501  
Foundation Board Meeting, Wednesday 11/16/16, 1:00 – 2:30

**PRESENT**

Jim Davis, Bruce Emad, Jim Maher, Bill McAuley, Monica Sperling, John Corbett, Joe Hash, Marty Coelho

**ABSENT**

Keith Snow-Flamer, Sally Biggin, Martha Traphagen

**OTHERS PRESENT**

Doug Edgmon, Jordan Walsh

**1. CALL TO ORDER**

Foundation Board President Jim Davis called the meeting to order at 1:04 pm.

Items 3.1 and 5.1 removed from the agenda due to President Snow-Flamer being in Crescent City for a visioning session. 4.2 removed given Finance Committee recommendation that action not yet be taken.

**2. Minutes**

Minutes for 8/24/16 and 10/17/16 were approved. (Bruce Emad motioned / Bill McAuley seconded / minutes approved – unanimous.)

**3. Actions**

3.2 Scholarship update by Jordan Walsh. This semester 32 scholarships given out in Del Norte for \$17,100; 46 scholarships given out in Eureka for \$27,275; and 3 scholarships given out in Mendocino for \$3,000.

3.3 Marketing update by Marty Coelho. Four television commercials are up and running with alumni promoting spring enrollment. Press releases are coming out on average a couple every week. Enrollment ads are up and running on 15 different radio stations, Channel 3, and Suddenlink cable channels. Web traffic has been up roughly 30% in the last couple of months. Banner ads and video ads will be up soon on Suddenlink. The CR logo is in the process of being updated.

3.4 Meeting w/St Joseph Health System update by Bruce Emad. Met with CEO and various St. Joseph leadership to discuss greater cooperation between the health system and CR in supporting the nursing program and other possible medical position classes. Toured General Hospital. Positive discussions to date. We should hear back on November 30<sup>th</sup> on possibility of utilizing General Hospital space for the nursing program.

3.5 Fundraising update by Marty Coelho. 179,000+ records for national address updating were sent out with 10,700 coming back as viable. This allowed for a proposal from Blackbaud for their CRM/Fundraising package. Costs would be in the \$25,000 range to launch, but costs would be lower in subsequent years. The scholarship position will be now reporting to the Director of College Advancement. PayPal software is now going to be used to offer online giving to the District.

3.6 Last Board meeting questions addressed and answered. Modular for nursing is now being estimated at \$750,000 in cost.

3.7 Finance Committee update by Bruce Emad. The Business Office is losing staff, so support to the Foundation is limited. Director of College Advancement has been asked to have legal counsel review the structuring of oversight of the auxiliary properties and provide a letter back to the President, the Trustees, and to the Foundation Board. The committee recommends not acting on the CDARS account until early next year.

Motion – The Board authorizes the finance committee to meet in early January and make a recommendation to the Board regarding the renewing of the Redwood Capital CDARS account and hold a special meeting consistent with the Brown Act (including phone participation) at that time. (Bruce Emad motioned / Jim Davis seconded / motion approved – unanimous.)

3.8 CR Logo update by Marty Coelho and Bruce Emad. Good progress is being made, the logo committee is currently reviewing three students' artwork.

#### **4. BOARD BUSINESS**

4.1 Approve Foundation's financial reports. (Bruce Emad motioned / Bill McAuley seconded /reports approved – unanimous.)

4.3 Foundation dates for 2017. Agreement on third week of the following months at 2 pm.  
February 15 (Annual Meeting)  
May 17  
August 16  
November 15

4.4 Nominating committee appointments for recommending officers. Bruce Emad and Sally Biggin appointed.

5.0 **ADJOURNMENT** 2:30 pm