**REDWOODS COMMUNITY COLLEGE DISTRICT**

Minutes of the Foundation Board

Eureka Main Campus (SS204B)

7351 Tompkins Hill Rd., Eureka, CA 95501

Foundation Board Meeting, Wednesday 2/15/17, 2:00 – 3:30

**PRESENT**

Jim Davis, Keith Snow-Flamer, John Corbett, Bruce Emad, Jim Maher, Bill McAuley, Tom Ross, Monica Sperling, Marty Coelho

**ABSENT**

Martha Traphagen, Joe Hash

**OTHERS PRESENT**

Doug Edgmon, Meggan Smith

1. **CALL TO ORDER**

Foundation Board President Jim Davis called the meeting to order at 2:03 pm.

Item 4.3 removed from the agenda by Bruce Emad, to provide time for new Foundation Board member Tom Ross and Bruce Emad to meet and for the nominating committee to review making possible recommendations for modifying bylaws around membership and selection process of board officers.

1. **Minutes**

Minutes for the Foundation board meeting for 11/16/16 were unanimously approved.

1. **Updates**

3.5 Moved up. Michael McCoy from Redwood Capital Bank provided background on the Foundation’s CDARs account and Redwood Capital’s request for the Foundation to sign a waiver of security since the CDARs funds are already insured by FDIC.

3.1 New scholarship coordinator Meggan Walsh was introduced to the Foundation Board. Scholarship update was provided by Meggan Walsh. We have just recently had an inquiry from an alumni from Colorado to set-up a scholarship fund.

3.2 Marketing update by Marty Coelho. Logo updated by Bruce Emad. In regard to the spring enrollment campaign - four television ads ran on Channel 3, on Suddenlink channels, and during NFL/NBA/Bowl Games. Five radio ads also ran on 16 stations. CR’s online ads had 135,000+ impressions and an overall click through rate of .25% vs. the .1% nationwide average. Results to date, we have had web traffic increase 20% compared to same time frame last year. We went through a formal RFP process for a contract photographer and she is currently working to build out the photo library. We are working with Carson Park Design, a local firm with background in indoor and outdoor signage, on a plan to replace our wayfinding signs throughout campus and have consistent updated look for our signage. The system will be modular (so flexible), weatherproof, easy to install. We are also looking at potential options for indoor signage. We are in the process of interviewing, scripting, and filming our next seven branding television/radio commercials. We are working with vendors and being able to produce Redwoods clothing and have in KMART and Target. Also looking at Costco, Walmart and local Humboldt clothing stores. We will be conducting an RFP for videography services to create marketing/branding videos.

Bruce Emad’s update on the logo process. We have three strong sets of student artwork. The Board of Trustees will view on March 7th, then we will send the artwork to the Foundation Board. The logos will be put out for a two week public vote.

3.3 Foundation update by Marty Coelho. Tom Ross, Bill McAuley, Keith Snow-Flamer and the Executive Director met last week with a local couple who are looking to make a major gift(s) to CR and introduce us to folks in Fortuna and Ferndale that may be willing to support the Foundation. We will be having a visit in April from a form CR professor and founding faculty member – Dr. Stanley McDaniel. He taught speech, world religion, coached the debate teams, and was the voice of CR at home games. He is 83 years old and making a special trip out to visit us. We will securing a new package for alumni/CRM/Fundraising purposes. DonorView is the package and offers ease of use, low cost of entry - $4,000, only a one year contract, and a low breakeven point. This will allow us to test the package, see if it meets our needs or whether we need something more robust. We are in planning/promotion stage of the next Dash of Color, which doubled in size last year to 550 participants. The event promotion will run the month of March. Have been holding meetings to begin planning for Sports Dinner & Auction, reviewing the previous systems and practices, software used etc. Our busiest Foundation account is Mendocino’s wood working program and they receive donations of gift in kind and dollars every month. Discussed possibility around fundraising for homeless students to have room and board in the resident halls.

3.4 Finance Committee Update by Bruce Emad. The committee is still working on the MOU and oversight of auxiliary properties. The committee has asked staff to look into providing monthly financial statements on each of the properties in order to provide oversight. Doug Edgmon reviewed the financials with the board, and the financial statements were unanimously approved.

1. **BOARD BUSINESS**

4.1 & 4.2 Approve Redwood Capital Bank’s waiver of security, and approve CDARS account renewal and signors... Neither measure was approved. Bill McAuley recused himself from the discussion and left the room. The Board asked for staff to gather additional information on CDARs accounts with other banks, and the requirements of signing a like waiver of security with other banks. The Business Office will research and present findings to the Finance Committee. The Finance Committee will make recommendations to the Board at a special meeting (by phone), to be held before the end of March.

5.0 **ADJOURNMENT** 2:30 pm

5.1 **CLOSED SESSION**

**FOLLOW-UP ISSUES**

Bruce Emad asked for the compilation of advertising/marketing success indicators in order to better determine the success of CR’s ongoing branding/marketing efforts.