

**College of the Siskiyou Foundation Board Meeting
Minutes of April 26, 2011**

Present:

Sue Boston	Ronda Gubetta	Robert Rice	Deborra Brannon
Jack Cook	Randy Lawrence	Jack Runnels	Elaine Schaefer (rep.)
Rich Dixon	Greg Messer	Sharon Stromsness	

Staff Present:

Dawna Cozzalio	Dawnie Slabaugh	Connie Warren
Renata Funke	Angel Fisher	

Absent:

Rennie Cleland	Robin Styers	Connie Marmet	Kent Gross (staff)
Bob Davis	Cheri Young	Rand Roselli	Sharon Swingle (rep.)
Dennis Sbarbaro	Margaret Dean	Chris Vancil	

ACTION ITEMS

Item 1: **Call to Order and Attendance**
President Jack Cook called the meeting to order at 8:05 a.m.

Regular Agenda:

Item 2: **New and/or Unfinished Business**
No new business was discussed.

Item 3: **Committee Reports**

- a) ***Scholarship*** – The Foundation Scholarship Readers Committee met and selected the recipients of the 2011-12 Scholarships. A total of 62 applications were received this year from high school seniors and current COS students. The Foundation will present 12 awards to high school senior recipients during their Awards Night or Graduation Ceremony and 20 COS student recipients will be notified of their awards at the end of May. Approximately \$27,950 will be awarded for Foundation Scholarships for the 2011-2012 academic year. COS Foundation Scholarship amounts range from \$250 to \$3,000.

- b) ***Eagle’s Nest Advisory Committee (ENAC)*** – Ms. Fisher reported sales are currently up \$3,000. She estimates a gross sales profit of \$70,000 by the end of June 2011.

On April 8, the COS Foundation Board of Directors honored the Volunteers who staff the Eagle’s Nest Shop in Weed during their annual Volunteer Appreciation banquet held at the Piedmont Restaurant in Mt. Shasta. The 2011 Eagle’s Nest Volunteer of the Year Award was presented to Mt. Shasta resident, Priscilla Dawson. Ms. Dawson joined the Eagle’s Nest Volunteer staff in 1998. Since joining the staff, she has contributed over 1,300 hours of service. She is an extremely hard worker, is very enthusiastic about the Shop and the mission of the COS Foundation. Ms. Dawson has a great relationship with the customers and is well-respected by her co-workers.

Ms. Fisher and Mr. Messer both reported that since the January Foundation Board meeting the Eagle's Nest Expansion Team has met several times and have identified many possible ways to expand sales at the Eagle's Nest. Ideas to be considered include:

- Expanded Advertising
- Window Signs
- Selling additional retail products (jewelry, candy, etc.)
- Streamlining the internal process.

Mr. Messer said that implementing these ideas will show a slight increase in sales. However, in the long term the size of the current location is limiting the possible revenue. The best solution to increase revenue would be to relocate the Shop to a larger facility.

Following the February EN Expansion meeting, Mr. Messer met with Vivian Willis, owner of the vacant Country Drug building. This retail space has approximately 5,000 square feet. Mr. Messer developed a spreadsheet detailing the potential expenses and revenue of the relocation to a larger facility and explained with added space, there would be additional costs: higher rent, higher utilities, product expansion costs, etc. When presented to the Executive Committee in March, the overall consensus of the members present was that moving the Eagle's Nest to a larger facility is an excellent idea. However, some members also expressed their concern regarding a short-term lease and recommended a long-term lease or a lease with the option to buy.

In late March, an email was sent to the full Foundation Board and resulted in a unanimous decision to relocate the Eagle's Nest Shop to the former Country Drug building in Weed. On April 18, Mr. Messer, along with Ms. Dean, Ms. Cozzalio and Ms. Fisher, met with the property owners to negotiate and sign a long-term lease agreement (three years with option to renew by additional three years) following review by legal council. Following the signing of the new lease agreement, Ms. Fisher sent a letter to Mr. Juarez (property owner for current shop location) notifying him of the Foundation's intent to discontinue its lease agreement and vacate the building by May 31, 2011.

Ms. Fisher said the goal is to open the Shop in its new home on May 25 and hold the Customer Appreciation / Grand Opening on Saturday, June 4. Since signing the new lease agreement, the Volunteers have been working to pack up the Shop and the backroom has been completely emptied and moved to the new Shop. Small construction projects have been identified and Keen Construction and Edgewood Custom Interiors have been contracted to do the work. Edgewood Custom Interiors has also donated a used dishwasher and carpet for the back room.

In addition to moving the Eagle's Nest Shop, Ms. Fisher said marketing the move has already begun. Over 500 letters have been sent to Eagle's Nest patrons notifying them of the relocation, bag stuffers are being placed in every bag, banners have been hung in both old and new shop windows and the first of five display ads will run in the local media beginning April 27.

- c) **Business Development Task Force** – Mr. Messer provided the following written report to the Foundation Board:
- i. **COS Extension** –
 - The summer schedule is being planned and off-campus facilities have been identified for use.
 - Evaluation of the inclusion of a number of one day classes on fire safety that are currently taught by the Fire / Emergency Response Technology Program is in progress.
 - ii. **Eagle’s Nest Expansion** – See item 3b.
 - iii. **Fiscal Sponsorships** –
 - Internal = Fire Technology Commemorative Plaza – MOU nearing readiness for implementation.
 - External = Abused Children Prevention Grant – Finished staffing and general contract planning. Next step is to find part-time resource to manage grants fiscal responsibilities. A planning meeting has been scheduled to discuss the relationship between the Grant Project Manager and Foundation Executive Director.
- d) **Gift Acceptance** – Mr. Messer provided the following written report to the Foundation Board:
- i. Fire Technology Commemorative Plaza – Phase 1 and 2 approved with restrictions.
 - ii. Camera and Accessories – Gift approved by Committee.
 - iii. Kanis Art Sale – To date have sold \$8,561.15, pending \$600 in auction sales. All work submitted to the auction house in Bay Area has sold.
 - iv. In the process of amending the Gift Acceptance Policy to include management consideration of Scholarship donations that are not large enough to become endowed (e.g. < \$5,000).
- e) **Short Term Fund Development (STFD)** –Mr. Roselli said plans are underway for a Firewood Sale and the summer Golf Tournament. All revenue from these events will support the RHSI Endowment Campaign. Mr. Messer, Ms. Marmet and Ms. Cozzalio met with Libby Whitis and members of the Nursing Department staff to discuss the RHSI and Nursing Programs. He said they also discussed the possibility of scheduling tours for doctors and other medical personnel, with specialized demonstrations and technology/maintenance needs highlighted. Ms. Brannon recommended a virtual tour be created to assist with the promotion of the facility.
- f) **Investment Due Diligence** – Mr. Roselli reported the Investment Due Diligence Committee is scheduled to meet in May. At the last meeting the Committee decided to shift funds from bonds to dividend paying stocks. Mr. Roselli said the Foundation continues to receive good advice from Consultant Mark Clure.
- g) **Performing Arts Series (PAS)** – Ms. Cozzalio presented the following written report by Ms. Marmet:

The Performing Arts Committee met on March 15. Based on successes and learning from the Kenya Acrobats, a number of ideas will be pursued for the 2011/12 season.

1. Goals include:
 - Fill at least 400 seats through sale of individual tickets at every performance
 - Fill at least 75 tickets through block sales at every performance
 - \$1500 sponsorship for each show
 - \$5000 from donors
 - Have at least \$10,000 in PAS account at the end of 2011/12 season
2. 2011/12 season - under consideration are:
 - 2011— Air Force Band of the Golden West (October 23 at Yreka Community Theater) and The Nutcracker (November 18 at COS Kenneth W. Ford Theater)
 - 2012—contingent on approval of \$10,000 budget by full board
 - a. Super Scientific Circus (sponsors and sale of block seats) –March
 - b. Rogue Valley Symphony-contingent on negotiations and grant funding
 - c. County Western—probably won't happen, may try local performers in the Black Box Theater
3. PAS will help with *Adventures in Music* if Music by the Mountain is successful in its application for an Irvine Foundation grant.
4. The next PAS meeting will be held July 12 and will focus on developing a marketing plan and preparing for the 2011/12 season

h) **Communications** – Ms. Brannon said she has plans to use existing video footage used to “build” a show for MCTV and use it as part of a “walk-through” tour for the RHSI. She will be working with Yreka Campus personnel as well as the Short Term Fund Development Committee to finish the project.

Consent Agenda:

Item 4: **Reading of the Minutes – January 25, 2011**

The minutes of the January 25, 2011 meeting were approved.

Item 5: **Approval of Treasurers Report**

The Foundation Treasurers Report showing detail from July 1, 2010 to March 31, 2011 was approved.

Item 6: **Approval to Withdraw Funds from Long-Term Investment Account to Support 2011 Foundation Needs**

The request to approve withdrawal of funds from the Foundation Long-Term Investment Account to support 2010/2011 and 2011/2012 unfunded financial need of the Foundation was approved. These items are: RHSI, Eagle's Nest Expansion, and the Performing Arts Series. Total estimated financial need is: \$111,500 (RHSI - \$80,000, Eagle's Nest Expansion - \$25,500, Performing Arts Series - \$6,000). Anticipated revenue to offset the activities is \$40,000. This would leave \$71,500 of unfunded financial need.

Item 7: **Approval of Relocation of the Eagle's Nest Shop**

Relocation of the Eagle's Nest Shop from its current location (225 Main Street, Weed) to 123 Main Street in Weed was approved.

Item 8: **Date of Upcoming Foundation Board Meetings**

- July 26, 2011 – Regular Meeting

Item 9: **Upcoming Event Dates**

- President's Gala Banquet – May 14
- Golf Tournament – June 5
- Scholarship Dinner – August 27
- Holiday Craft Fair – December 2 and 3

Motion was made (Messer / Boston) to approve the consent agenda. Motion passed.

Non-Action Items / Reports:

Item 10: **Report from the Office of the College President**

Mr. Lawrence said Rob Frost, Vice President of Student Learning is on Medical Leave. Earlier this year, Dr. Frost broke his back and as a result of his injury, doctors found he has stage 4 Spinal Cancer. Dr. Frost is undergoing extensive treatment and is expected to recover. During his absence, Jeff Cummings – Dean of Career and Technical Education, has been named Interim VP of Student Learning.

Mr. Lawrence reported COS will be cutting approximately \$3 million from the District budget for the 2011/2012 year. A decision made recently was to cancel summer session and only offer online classes. In addition, during the months of June and July, staff will work four days per week at 10 hours per day. This scheduling will allow the College to be closed Friday – Sunday. In making the decision to cancel summer session and close the campuses for a three day weekend, the District will be saving approximately \$300,000.

Item 11: **Report from the Foundation President**

No report given in the interest of time.

Item 12: **Report from the Foundation Executive Director**

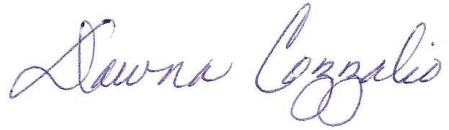
Highlights from Ms. Cozzalio's written report to the Foundation Board include:

- Due to the snow storms in March, the Foundation rescheduled the President's Gala Banquet and Awards Ceremony honoring 2010 donors and presenting three distinguished service awards: Lawrence Moran Distinguished Service Award to Dennis Freeman; Partner of the Year Award to Fairchild Medical Center, and Alumni of the Year Award to Karen Zeigler. The event will be held Saturday, May 14 (day after graduation) beginning at 6 p.m. in the Learning Resources Center Foyer.
- The annual Scholarship Fundraising Dinner and Dessert/Coat of Many Colors Auction has been rescheduled to be held later this year in the fall. The decision to cancel the date of April 16 and reschedule was made due to do a number of reasons: low ticket sales as of April 7, two additional fundraising community events to be held on the same date, and it is also the final evening of the COS Spring Play. As soon as the new date is selected we will let you know by email.
- A hiring committee has been formed and is now working to fill this position by July 1, 2011. Ms. Slabaugh developed a new brochure for this position and it is available

from the Human Resources Office and online. The Committee will be meeting through May.

Item 13: **Adjournment**
Meeting was adjourned at 9:36 a.m.

Respectfully Submitted:

A handwritten signature in blue ink that reads "Dawna Cozzalio". The signature is written in a cursive, flowing style.

Dawna Cozzalio, Interim Executive Director
COS Foundation

Prepared By:

A handwritten signature in black ink that reads "Dawnie Slabaugh". The signature is written in a cursive, flowing style.

Dawnie Slabaugh, Recording Secretary
COS Public Relations / Foundation