

MINUTES
CHINO HILLS COMMUNITY FOUNDATION MEETING
December 6, 2010
Chino Hills Government Center
Community Room
14000 City Center Drive, Chino Hills, California

I. CALL TO ORDER

Chair Steven Elie called the Chino Hills Community Foundation Meeting to order at 3:04 p.m.

II. PLEDGE OF ALLEGIANCE

Mr. Bill Hughes led the Assembly in the Pledge of Allegiance.

III. ROLL CALL

| | | |
|----------|---------------|----------------|
| PRESENT: | Bill Hughes | Derek Williams |
| | Bruce Wood | John R. Young |
| | Cynthia Moran | Peter Rogers |
| | Dave Ault | Steven J. Elie |
| | David Kramer | |

ABSENT: Scott Kaplan

ALSO PRESENT: Jonathan Marshall, Community Services Director
Lara Christensen, Administrative Analyst II

IV. PUBLIC COMMENTS ON NON-AGENDA ITEMS

None.

V. ACTION ITEMS

a. Approval of Minutes from October 4, 2010 Meeting

On motion by Peter Rogers, seconded by Bill Hughes, the Minutes of the October 4, 2010 meeting were approved. MOTION CARRIED.

b. Signature Authority

Derek Williams moved, seconded by Bill Hughes, to give signing authority to the Chair, Vice Chair, Treasurer, and Secretary, in no particular order, on behalf of the Board. MOTION CARRIED.

VI. FINANCIAL REPORT

Treasurer Derek Williams stated that there is no report at this time.

VII. DISCUSSION ITEMS

The following were discussed:

a. Home Tour

Ms. Cynthia Moran reported that the Home Tour was set for Sunday, April 3, 2011. The Committee decided to get the ad completed for the Recreation Brochure. She added that the Committee is discussing sponsorship levels and amounts, expressing the need to not be too high.

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Ms. Moran stated that the ad for the Foundation would be more for public information that includes the website and sponsorship information. Ms. Moran distributed copies of the flier for the Home Tour Event.

Ms. Moran stated that the guests for the event would have to be informed about what is included in the Home Tour such as appetizers and wine. She added that her goal was to get 200 guests to sign up for the event. Ms. Moran asked for the Board members to become sponsors for the event.

Ms. Moran stated that she would love to invite the culinary arts department to provide appetizers and serve the wine; and the jazz band from the high schools to perform rather than hiring private parties.

Director Marshall suggested that another way to raise funds was to receive donations to sell bricks for the Community Center at the reception event. Ms. Moran also suggested that volunteers are needed to keep the tour participants in line during the tour. She added that she would need some funds for advertising. She also suggested that every Board member be responsible to sell 10 tickets each whether they sell the tickets or not; and get prizes for the event as well.

Chair Elie stated that the budget for the Home Tour and participation for sponsorships can be discussed at the next regular meeting on January 10, 2011.

Director Marshall inquired about transportation for the Home Tour event. Ms. Moran stated that the event is a self-guided tour. Director Marshall suggested that the participants be encouraged to carpool and for details to be provided in the Recreation brochure.

- b. Donor Reception – Director Marshall reported that the caterer for the annual Donor Reception was contacted to reserve the date, depending on their availability, for June 4 or June 11, 2011. Chair Elie suggested adding this item to the agenda for the next meeting on March 14.
- c. Website – Vice Chair Rogers reported that the launching of the website is delayed since there are issues that need to be resolved. A link will be sent out to the Board within the next two days for their review. Ms. Moran suggested that once the website is up and running, newsletters may be posted regarding the events. Vice Chair Rogers added that the website might be ready to launch by end of January.
- d. Board Member Exposure (Promotional Items) – the Board discussed the following:
 - Business cards – Ms. Christensen asked if the Board would like to have a blank business card where the members could write their names and contact number with the logo, address, and website printed.

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- Shirts and Jackets – Chair Elie asked if there is a price for jackets. Ms. Christensen stated American Promotions already has the logo for the shirts and jackets for quoting.
- e. Bylaw Review – Chair Elie proposed the following changes to be made in the By-laws of the Chino Hills Community Foundation:
 - Article II – Purpose and Limitation
 - Section 1 - amend to state “facilities and services.”
 - Article III - Meeting
 - Section 2 - Annual Foundation Meeting to be moved from June to May, so the annual meeting and the annual event does not happen on the same month.
 - Section 5 - Special meetings may be called anytime by the Chair and Vice Chair instead of majority of the Board.
 - Section 6 – require only seven members as opposed to eight for a quorum.
 - Article VI – Officer List
 - Section 1 - Secretary and Treasurer was listed as one person, but the Board has been operating with two officers. Define the role of Treasurer and separate the title from Secretary for that position.

On motion by Vice Chair Rogers, seconded by Dave Ault, the changes to the By-Laws were approved. MOTION CARRIED.

VIII. COMMITTEE REPORTS

Strategic Planning – David Kramer reported that the Committee met to boost the long range strategic plan for the educated element in the community to do something to attract attention for the Foundation. He stated that there is a need to unify the community and present the Foundation as a community organization and not an organization appointed by the Council. He stated that the Foundation needs to promote the organization and to raise money with participation from the community. He added that families are always thought of first; and the community is the family.

Chair Elie stated that the community associates Chino Hills with Concerts in the Park and the Foundation has been promoted during the events. The exposure during the concerts has been successful and the Foundation can be tied in with smaller amounts of donations on an ongoing basis. It would be important to promote the Foundation as a community organization and not as an extension of the City. Concerts in the Park would be a great partnership to maintain for the Foundation.

Board Development – Vice Chair Rogers reported that the Committee met and discussed the concept of having short-term board members. The Committee believes that if board members are allowed to serve for a short term, that there will be more individuals that would step up to volunteer their time for the Foundation. He asked the Board to submit names of individuals who would possibly be interested in serving on the Board.

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Chair Elie stated that the Committee is searching for individuals who would want to be involved in their community to help generate funds and friends. Find residents who are motivated within groups in the community that is unrepresented and would like to actively participate in the community.

IX. COMMENTS

Ms. Moran stated that the perception from the community is that the Foundation is connected to the City. She cautioned the Board to focus on how the Foundation is perceived by the community.

Mr. Kramer stated that it is a labor of love and not the love of labor or the love of government business.

X. ADJOURNMENT

Meeting was adjourned at 4:42 p.m. to the next regular meeting on March 10, 2011.

Respectfully submitted by:

Carmen Fructuoso-Canter
February 3, 2011

Signed by:

John Young, Board Secretary