

# MINUTES OF THE BOARD OF DIRECTORS OF THE CALIFORNIA STATE UNIVERSITY SAN MARCOS UNIVERSITY FOUNDATION

A California Nonprofit Public Benefit Corporation

September 16, 2010

## **Members Present:**

Linda Bailey, David Bennett, Dan Calac, Jack Charney, Bennett Cherry, Maryann Edwards, Linda Hawk, President Karen Haynes, Neal Hoss, Ruth Mangrum, Michael McDonald, John Pettitt, Jeff Robin, Chris Tresse

## **Members Absent:**

Les Cross, Mark King, Ken Markstein

## **Staff Present:**

Vic Calise, Donna Lutkus, Greg Svatora

## **Proceedings:**

On September 16, 2010, and pursuant to California Corporations Code Section 5211(a)(6) a business meeting of the California State University San Marcos Foundation Board of Directors was called to order at 7:30 am by Mr. John Pettitt, Chair of the Board.

### **I. Welcome, Updates & Announcements**

Mr. Pettitt welcomed everyone to the meeting and introduced Chris Tresse, of Bernstein Global Wealth Management, to the Board. Mr. Tresse formerly served as a non-Board member on the Finance and Investment Committee and has now joined the Board.

### **II. President's Remarks**

President Karen Haynes greeted and welcomed the Board members. She gave a brief update on the following:

- Cal State San Marcos welcomed 9,700 new and returning students to campus, close to where we were last year.
- In June, we hosted our 20<sup>th</sup> anniversary Platinum Ball and raised over \$50,000 for student scholarships.
- GI Jobs Magazine recently honored Cal State San Marcos on its list of Military Friendly Schools, recognizing universities doing the most to embrace and welcome our veterans as students.
- President Haynes noted that we are continuing to operate without an official state budget.
- A very successful President's Circle event took place on September 12, welcoming nearly 100 donors and friends to campus.

### III. Business

#### A. Approval of June 9, 2010 Foundation Board Meeting Minutes

Mr. Pettitt requested a motion to approve the previous meetings minutes, it was moved by David Bennett and seconded by Linda Bailey, and unanimously carried that the June 9, 2010 minutes were approved.

#### B. Committee Reports

##### i. Audit Committee

Mr. Hoss reminded the Board that all CSUSM auxiliaries have formed a Joint Audit Committee. He mentioned that for 2011, we will be looking for a Board member to serve on the Committee. He detailed the responsibilities as follows: attend three teleconference meetings a year, review financial statements, participate in the process to review and select an audit firm, review audit findings, and report activities to the Board.

Maryann Edwards, Chair of the Finance and Investment Committee, will assist in finding a candidate to be appointed to the Joint Audit Committee.

##### ii. Membership Committee

Chair Calac reported that the Committee is on track to meet its twelve month goal of full Board membership. He advised that a spidergram would be provided to better understand the areas the committee should focus their recruitment efforts. The spidergram will include such things as gender, occupation, geographic location, age category, ethnicity, and other diversity measures to assist in filling the Board with a diverse group of community members.

**ACTION ITEM:** Staff to create a spidergram detailing current membership characteristics. The spidergram to be provided at the next Foundation Board meeting on December 6, 2010.

##### iii. Finance and Investment Committee

Chair Edwards noted that Julia Lundstrom has moved to Denver and will no longer serve on the Committee. She announced that Gary Hickok of Halbert Hargrove has been invited to join the Finance and Investment Committee.

After review of the investment performance, Chair Edwards noted that the Scholarship Endowments have been increased to 3% for the Spring 2011 semester and the committee retained Program Endowments at a level up to 2%, determined on a case by case basis. Mr. Svatora advised that the increase is in the process of being communicated to Financial Aid and department administrators.

##### iv. Fundraising Committee

Chair Mike McDonald reported that the Committee has been working with University Advancement on determining fundraising goals. There is an overall CSU system directive to raise 10 percent of the State General Fund

allocation, which is \$6-7 million for CSUSM. For the 2010-11 fiscal year, the campus has set a goal, working with the Board and the other advisory councils is set at \$4.25 million. Specific goals for the Board include:

- 100% of Board members to contribute on a "give or get" basis
- Develop a long term body of potential donors by having each Board member identify two to five names of constituents that might have an interest in becoming engaged with the University, either through financial support, as a volunteer, or by making connections to others. Board members might host an event, introducing potential constituents to the President, faculty, or deans, with University Advancement staff to follow up depending upon interests of the attendees.
- Increase development support and organizational infrastructure within University Advancement, in order to support Board members engaged in friend-raising and fundraising, with University Advancement having the primary role in both of those activities.

Mr. Hoss provided a presentation to the Board on:

- Short-term and long-term fundraising priorities
- University Advancement plans for organizational infrastructure, capacity, and staffing
- Areas of fundraising focus for the Board, including the President's Fund for Excellence, Athletics and Recreation, and Social and Behavioral Sciences Building equipment

C. 2010/11 CSUSM Foundation Budget

Mr. Svatora noted that the Finance and Investment committee met and are working on clarifying items to be included in the draft 2010/11 budget.

D. Proposed Dates & Times for 2011 Board Meetings

Dates for the 2011 Board meetings will be coordinated by staff and sent to the Board prior to the next Board meeting.

**ACTION ITEM:** Staff to forward 2011 calendar to Board members.

**IV. Guest Presentation – Cal State San Marcos Strategic Priorities and Comparative Data**

President Karen Haynes provided a presentation titled "Looking Back, Looking Forward," updating the Board on the University's success with 2010 goals established in 2006, current efforts to recalibrate the University's strategic priorities, and future goals through 2015.

**V. Future Agenda Items**

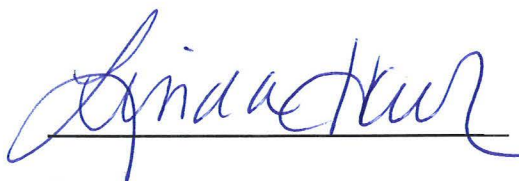


- A. Gift fee policy – Finance & Investment Committee
- B. Financial Statements

## VI. Adjournment

- Dr. Calac noted the meeting held at The McMahan House by the Southern Tribal Chairman's Council in June was a great success, with an emphasis on physical space for a Center for Indian Culture and Sovereignty on the campus.
- President Haynes advised that there will be an RFP issued for the master development of Athletics facilities on campus.
- There being no further business, Mr. Pettitt adjourned the meeting at 9:31 am.

Dated: September 16, 2010

A handwritten signature in blue ink, appearing to read "Linda Acton", written over a horizontal line.

Secretary