

**MINUTES OF THE BOARD OF DIRECTORS OF THE
CALIFORNIA STATE UNIVERSITY SAN MARCOS FOUNDATION**
A California Nonprofit Public Benefit Corporation

March 17, 2021

Directors Present: Sarah Aragon, Joe Bear, Leslie Braun, Kyle Casement, Sam Clarke, Tommy Friedrich, Ron Gerevas, Emilie Hersh, Neal Hoss, Tony Jackson, Julie Jameson, Nathaniel Keifer-Wheals, Carleen Kreider, Barbara Mannino, President Neufeldt, Tony Pack, Esther Phahla, Toni Ritchey, Jason Simmons, Mary Stephens, Taylor Sutherland and Steve Wagner

Directors Absent: Lou Monville, Jack Raymond (Emeritus Director) and Dave Wilson

Staff Present: Donna Day, Tere Mendoza and Jocelyn Wyndham

Guests Present: Carl Kemnitz; and student representatives: James Kloss, Tara Langager, Jeremy Polon and Austin Winsett

Public Present: Zameer Karim

Proceedings:

On March 17, 2021, 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 8:32 am by Major General Anthony Jackson, Chair of the Board.

I. Welcome, Updates & Announcements:

- Chair Jackson welcomed everyone to the meeting.
- Chair Jackson welcomed a member of the public, offering them an opportunity to address the Board. Mr. Karim addressed the Board. Chair Jackson thanked him for his presentation.
- Chair Jackson welcomed guest Carl Kemnitz, Provost.
- Chair Jackson shared the fundraising priorities: Student Success, Innovation, Engineering, Athletics and the Arts, noting that the role of the Foundation Board Directors is to support staff with identification, cultivation and solicitation. Chair Jackson opened the floor for comments. Mr. Wagner shared that peer-to-peer introductions lead to greater success. He is working with staff to participate in an identification exercise. He encouraged Directors to invite constituents to events available on campus.
- Getting Acquainted through Brief Bios: [Leslie Braun](#) shared her brief bio with the Board.

II. President's Remarks:

- President Neufeldt shared condolences to the shooting victims in Atlanta and referenced a [campus communication](#) that would share the steps the university is taking on anti-racism.
- President Neufeldt acknowledged the comments of the member of the public and advised that the Vice President of Finance & Administrative Services and Vice President of Student Affairs will research the issue raised and assure that all information that is permissible to be disclosed at this time is shared with the ASI board.

ACTION ITEM: The Vice President of Finance & Administrative Services and Vice President of Student Affairs will research the issue raised and assure that all information that is permissible to be disclosed at this time is shared with the ASI board.

- Recognizing that this week marks one-year of the campus going virtual due to the pandemic, the University is continuing to offer education, be a resource for Covid testing, as well as a super station for vaccinations.
- Various scenarios for celebrating commencement and repopulating campus during fall semester are being considered and are revised as public health guidelines shift.
- Recruitment:
 - Vice President of Finance & Administrative Services: [Leon Wyden](#) has been appointed as the VP FAS and will begin at the end of May.
 - Vice President of University Advancement: The search is underway.
 - Chief Diversity Officer: The search is underway.
- In Closing: President Neufeldt expressed deep gratitude for the Board's continued support.

III. Provost's Remarks: Provost Kemnitz shared the planning phase of creating a Student Success life cycle.

IV. Student Run Investment Fund: Student representatives: James Kloss, Chief Investment Officer; Jeremy Polon, Chief Economist; Austin Winsett, Chief Accountant; Tara Langager, Marketing Director of the Student Run Investment Fund provided a presentation on their portfolio. Mr. Kloss shared links to the [Investment Policy Statement](#) and the [Cougar Fund Holdings](#). After the presentation, Chair Jackson thanked them for their presentation and requested two goals:
Goal 1: Have a diverse representation of students participating in the fund.
Goal 2: Be socially conscious of the funds you are investing in.

ACTION ITEM: Student Run Investment Fund to incorporate two goals into their program:

- Goal 1: Have a diverse representation of students participating in the fund.
- Goal 2: Be socially conscious of the funds you are investing in.

V. Consent Agenda: Chair Jackson requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, Investment Performance, Quarterly Report, Chair and Vice Chair Election Procedure; it was moved by Mr. Keifer-Wheals and seconded by Mr. Bear and approved by all. The consent agenda was approved.

VI. Open Meeting Guidelines Memo: The Board reviewed draft Open Meetings Guidelines and Memo. Chair Jackson requested a motion to approve the memo; it was moved by Ms. Mannino and seconded by Mr. Sutherland and approved by all. The guidelines, as outlined on the memo. will be implemented for each Board and Committee meeting.

ACTION ITEM: Staff to implement the open meeting guidelines as outlined on the memo for each Foundation Board and Committee meeting.

VII. Finance and Investment Update:

- Endowment Spending Allocation Fiscal Year 2021/22: Mr. Sutherland shared the Finance & Investment Committee's recommendation to approve the 2021/22 fiscal year endowment spending allocation at 3.75 % based on a three year (12 quarter) moving average market value. Chair Jackson requested a motion to approve the recommendation; it was moved by Ms. Hersh and seconded by Mr. Friedrich and approved by all.

VIII. Governance Update:

- **Recruitment of New Directors, call for nominations:** Mr. Wagner shared that the Governance Committee is seeking to fill five vacancies in the Board. The call for nominations highlights the focus for recruitment as well as expectations of Board Directors.
- **Survey:** A survey will be sent via email to each Director in early April to assess their thoughts about the Foundation Board. Assessments will also be conducted after each Board meeting with a short survey sent along with the minutes.

ACTION ITEM: Foundation Board Directors to participate in the quarterly Board meeting surveys and the annual survey.

IX. Advancement Update:

- **Fundraising Priorities Drill Down:** Ms. Mendoza shared that similar to Provost Kemnitz's presentation on Student Success, overviews of each fundraising priority will be provided to the Board. The next overview will be on Innovation, led by Sam Clarke.
- **Cougar Athletic Council Representation:** While the Cougar Athletic Council is currently being launched to support philanthropic efforts, Ms. Mendoza thanked both Chair Jackson, for agreeing to chair the new advisory council, and Ms. Ritchey, for her bylaw guidance. Ms. Mendoza shared that bylaws permit the creation of an advisory council. The advisory council would include an honorary member of the Cougar Athletic Council, whom would be invited to Foundation Board meetings as a non-voting representative. After some discussion, Chair Jackson requested a motion to approve the creation of an advisory council; it was moved by Ms. Kreider and seconded by Mr. Keifer-Wheals and approved by all. Staff will create procedures for the advisory council.

ACTION ITEM: Staff to create procedures for the advisory council.

- **Recruitment:** A Major Gift Officer has been hired to support the efforts in Development.
- **Recent Gift Success:** Deferred to the next meeting.

X. Student Update: Ms. Aragon shared the following report:

- **Student Philanthropy Council:** The council assisted Alumni Engagement and Annual Giving at GradFest to promote the Class Champion package, which is a combination of Alumni Association membership and a gift to the Student Philanthropy Endowed Scholarship.
- **One CSUSM:** The one-day fundraising event will be Tuesday, May 4th. The focus will be on raising money for scholarships. Ms. Aragon encouraged Directors to assist by making a gift to scholarships, signing up as an Ambassador and sharing One CSUSM on social media content.
- In closing, Ms. Aragon shared that her fellow students are anxious to return to campus. While the past year has been an emotional rollercoaster, her fellow student athletes have been staying connected, staying fit and focusing on school.

XI. Take Away: Due to limited time, Chair Jackson reduced the Take Away to a few Directors.

Adjournment: There being no further business, the meeting adjourned at 10:43 am.

Minutes submitted by: Donna Day

Dated: March 17, 2021



Leon Wyden 07/12/2021 14:00 PDT

Secretary