

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

June 27, 2019

**Directors Present:**

Luanne Bas, Cathy Baur, Bill Bradbury, John Fortune, Tommy Friedrich, Ron Gerevas, Jessica Harloe, Jenna Hernandez, Emilie Hersh, Neal Hoss, Tony Jackson, Nathaniel Keifer-Wheals, Carleen Kreider, Barbara Mannino, Tony Pack, Jack Raymond, Toni Ritchey, Taylor Sutherland, Steve Wagner and David Wilson

**Directors Absent:**

Esther Calac, Kyle Casement, Maryann Edwards, Ed Fuller and President Karen Haynes

**Staff Present:**

Tina Bell, Margaret Chantung and Donna Day

**Proceedings:**

On June 27, 2019, 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 8:31 am by Mr. Jack Raymond, Chair of the Board.

**I. Call to Order:**

- Chair Raymond welcomed everyone to the meeting and congratulated everyone for the most successful Gala raising over \$264k for scholarships.
- Chair Raymond shared some insight on a recent meeting with CSUSM's incoming President, Dr. Ellen Neufeldt.
- Chair Raymond advised that due to conflict in schedule Thomas Kenya has stepped down as a full Foundation Board Director but will continue serving on the Audit Committee as an Ad-Hoc Director.
- General Jackson and Mr. Wagner shared their brief bio with the Board.
- Chair Raymond asked the question of the quarter:
  - How have you engaged with the university since our last meeting?

**II. Presidential Transition:**

- Ms. Chantung shared several highlights of President Haynes last few months of service including:
  - San Diego Business Journal (June 17, 2019) cover wrap and spread highlighting the President's tenure including quotes from supporters.
  - San Diego Magazine (July/August 2019) issue will highlight the success of the gala including a gift from Ms. Darlene Shiley.
  - STEPS Magazine (June 2019) highlights several career accomplishments of President Haynes. CASE (Council for Advancement and Support of Education) is conducting a 22 question survey amongst higher education magazine readers. Foundation Board Directors were encouraged to participate in the survey.

**ACTION ITEM:** Foundation Board Directors are encouraged to provide feedback of STEPS magazine via the CASE survey on higher education magazines.

- Ms. Chantung also shared highlights of Dr. Neufeldt's transition into the role as the fourth CSUSM president including some welcome announcements, tours of campus, as well as partaking in a listening and learning tour during her first year.

### III. Annual Meeting Business

- A. Election of Officers: The following Directors were sent as a recommendation to approve by the Governance Committee: Anthony (Tony) Jackson as Chair; Steve Wagner as Vice Chair. Chair Raymond requested a motion to approve appointing the officers to the Board; it was moved by Mr. Keifer-Wheals and seconded by Ms. Hersh and unanimously approved.
- B. Class of 2019 Term Renewal: The Class of 2019 reviewed during the meeting was sent as a recommendation for approval by the Governance Committee. Chair Raymond requested a motion to approve the Class of 2019; it was moved by Ms. Bas and seconded by General Jackson and unanimously approved. The Directors were welcomed as the class of 2022.
- C. Elected Director Assignment: Chair Raymond referenced the attachment that included the assignments for the Elected Directors.
- D. Faculty and Student Appointments: The following Directors were appointed by President Haynes:
  - Bill Bradbury to serve another one (1) year term as faculty representative.
  - Jessica Harloe to serve a one (1) year term as student representative.
  - Chair Raymond thanked student representative Jenna Hernandez for her service.
- E. Annual Signature Items: The following items were provided:
  - Personal Commitments: For those that attended last year's annual meeting, the personal commitments from 2018 were provided.
  - Expectations for CSUSM Foundation Board Directors: Directors were provided two copies of the Expectations form. One was placed in a sealed envelope and into the lock box to be opened at the 2020 annual meeting. The other copy is for Director reference.
  - Conflict of Interest Acknowledgement: Directors were asked to sign the Conflict of Interest via the AGB OnBoard e-signature.

**ACTION ITEM:** Directors to sign the Conflict of Interest via AGB OnBoard.

- The Donor Bill of Rights and CASE Principles of Practice for Fundraising Professionals at Educational Institutions were also provided.

IV. **Consent Agenda:** Chair Raymond requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, Investment Performance, and Quarterly Update; it was moved by Mr. Sutherland and seconded by Mr. Wilson and approved by all.

After some discussion about the financial statements, Directors were invited to attend a training session for a deep dive.

**ACTION ITEM:** A training session about the financial statements will be scheduled. Directors to identify their desire to learn more about the financial statements and attending the session.

- V. **Finance and Investment Update** – After providing a brief overview of the current portfolio and a goal to align strategy with the Outsourced Chief Investment Officer approach, Mr. Sutherland reviewed the following policies:
- A. Investment of Campus Program Accounts and Similar Non-Endowment Funds Policy: Edits to the policy were discussed to include the student run investment fund as an account within the Foundation. The policy edits were sent as a recommendation to approve by the Finance and Investment Committee. Chair Raymond to ask for a motion to approve the policy edits; it was moved by Ms. Ritchey and seconded by Ms. Bas and approved by all.
  - B. Student Run Investment Fund Policy Statement: The newly formed student run investment fund policy statement was sent as a recommendation to approve by the Finance and Investment Committee. Chair Raymond to ask for a motion to approve the policy; it was moved by Mr. Gerevas and seconded by Mr. Wilson and approved by all.
  - C. Management of Endowment and Similar Funds Policy: Edits to the policy were included to clarify quasi-endowment minimums. The policy edits were sent as a recommendation to approve by the Finance and Investment Committee and the Executive Committee. Chair Raymond to ask for a motion to approve the policy edits; it was moved by Ms. Kreider and seconded by Lt. Col. Pack and approved by all.
  - D. Fiscal Year 2019/20 Budget: Ms. Bell provided details of the draft budget. The budget was sent as a recommendation to approve by the Finance and Investment Committee. Chair Raymond to ask for a motion to approve the budget; it was moved by General Jackson and seconded by Ms. Mannino and approved by all.
- VI. **Governance Update**:
- **Prospective Addition**: The Board reviewed the bio of Jason Simmons. After some discussion, Chair Raymond requested a motion to elect Mr. Simmons as a Director of the CSUSM Foundation Board; it was moved by General Jackson and seconded by Ms. Hersh and approved by all.
  - Lt. Col. Pack noted that he has been diligent in finding qualified candidates to represent the Temecula/Southwest Riverside region.
- VII. **Survey Results**: Ms. Baur shared the survey results, noting recommendations to include more events for Board Directors to attend as a group including an athletic event, as well as allowing for adequate time for discussion items at meetings.
- VIII. **Guest Presentation**: Mike Schroder, Dean of Extended Learning Dean and Associate Vice President, International Programs, shared the latest details on what Expanded Learning is offering as well as an overview of the new P3 (private, public, partnership) facility being built across the street.
- IX. **Planning Session Discussion**: Ms. Baur shared insights on what will be discussed during the September 18, 2019 planning session including:
- On boarding Dr. Ellen J. Neufeldt
  - Joint Task Force with University Council
  - Priorities for 2019/20
  - Giving Day
- X. **Student Update**: Ms. Hernandez provided the following statistics:
- Student contributions during *Forward Together* Campaign:

- 25,620 gifts were made during the campaign
- 1,819 of those were gifts made by students, which is 7% of all gifts
- Total given by students was nearly \$61,000
- Student Philanthropy Council news and numbers:
  - Nearly \$21,000 raised this fiscal year for the Student Philanthropy Endowed Scholarship
  - Increased gifts from students on Giving Day, from 85 in 2017 to 332 in 2018. Goal was to double student gifts to 170.
  - CSUSM and the Student Philanthropy Council was recognized by GivingTuesday.org via their blog June 14 as a Higher Ed Case Study.
  - GivingTuesday.org is planning to launch a global student network. Seeing the success of growing the student donor base on CSUSM Giving Day, the organization has asked Ms. Harloe to participate. This would be a resource for students (14 and up) to communicate with other students about philanthropic efforts, fundraising, specifically on Giving Tuesday.
- Ms. Hernandez and Ms. Harloe provided Chair Raymond with much thanks on behalf of all students during this his final meeting as board chair.

**XI. Advancement Update:** Ms. Baur shared the following update:

- Focus over the next several months is welcoming Dr. Ellen Neufeldt and introducing her to constituents within the community. A joint taskforce with University Council and the Foundation Board will be convened to assist with those efforts.
- Gala had a record breaking number of gifts during the raise-the-paddle.
- STEPS issue *For the Love of the Craft* received a CASE Circle of Excellence national award.
- The Whispering Bench has been installed and is a beautiful addition to campus honoring President Haynes and Mr. Mickelson.

**XII. Thank You Cards:** Board Directors were asked to handwrite notes to donors that have made a gift during the gala.

**XIII. Take Away:** Mr. Raymond asked each Director to share their most impactful take away.

**Adjournment:** There being no further business, the meeting adjourned at 10:30 am.

Minutes submitted by: Donna Day

Dated: June 27, 2019




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Secretary