

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

June 12, 2014

**Members Present:**

Helen Adams, Luanne Bas, Katie Boggs, Dan Calac, Maryann Edwards, John Fortune, Jon Fredricks, Ed Fuller, Ron Gerevas, Linda Hawk, President Karen Haynes, Neal Hoss, Tom McGurn, Sue Moineau, Jack Raymond, Toni Ritchey

**Members Absent:**

Anthony Jackson, Josh Pack, Esther Stearns, Chris Tresse, Steve Wagner

**Staff Present:**

Cathy Baur, Tina Bell, Donna Day, Clint Roberts, Greg Svatora

**Proceedings:**

On June 12, 2014, 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 7:37 am by Mr. Jack Raymond, Chair of the Board.

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

Chair Raymond welcomed everyone to the meeting. He congratulated Katie Boggs for her recent nomination as the 2014/15 Associated Students Inc. Chair of the Board. He also congratulated Steve Wagner who was recognized by the Escondido Chamber of Commerce and City Council as the Escondido Businessman of the year for 2014.

The agenda included the following statistics for the Foundation: \$32.6 million in net assets as of March 31, 20134.

**II. President's Remarks:**

The President provided the following update:

- Cocos Fires: Commended the first responders and Emergency Operations Center for the support during the wild fires.
- Commencement: Due to the fires, the 4 ceremonies were rescheduled to Memorial weekend. 91 % of students who had planned to attend the original ceremonies walked across the stage including: 52% of first generation graduates, 146 veterans, and 8 former foster youth.
- IPC Salon Event: A local philanthropist will be hosting a salon event at the end of the month to help raise visibility and resources for the Institute.
- NCAA Division II Application: As part of the application process, we are planning to expand the Clarke Field House. The Board of Trustees have approved the plans.
- Honorary Degrees: The University will be conferring two honorary degrees this year:
  - Dr. Terrence Roberts was honored on Tuesday, April 22<sup>nd</sup> during his Arts & Lectures presentation about his experience as a member of the "Little Rock Nine."
  - Ambassador Alejandro Orfila, who served as Argentine Ambassador to the United States, Soviet Union, and Japan and was one of the early visionaries who believed that North County needed a public university, will be honored in September.

- 2014 Applications: The University has seen an 11 percent increase in applications for the 2014/15 academic year, the highest in the CSU system which averages 3 percent. Within the pool, 110 identified as former foster youth, and there was a 7 percent increase in applications from African American students, and a 20 percent increase from Hispanic students versus last year's applications.
- Enrollment Targets: There will be 3,500 new freshmen and transfer students, more than half of whom have self-identified as being a minority.
- Foundation Board Dinner: Board members were requested to save the date for the President's annual dinner at her home on Saturday, August 23.

## **Business**

### **III. Consent Agenda:**

Chair Raymond requested a motion to approve the consent agenda which included the previous meeting minutes, Financial Statements, Investment Performance, Revised Bylaws, Business Services Agreement/MOU between the Foundation and CSUSM, and the Gift Counting Policy; it was moved by Ms. Bas and seconded by Ms. Adams and unanimously approved.

### **IV. Committee Reports**

- A. Joint Audit Committee – Ms. Adams reported that the committee approved the 990 Forms and encouraged members to join the stand alone committee.
- B. Fundraising Committee
  - i. Gala – A list of sponsors was provided. Ms. Bas encouraged others to join the sponsors with purchasing a table. A Foundation Board wine basket will be auctioned and members were encouraged to bring in a bottle of wine valued at \$50 or more to add to the basket.
  - ii. Senior Class Gift Committee – Ms. Boggs reported that the committee conducted a mini-phonathon reaching 140 alumni from the graduating class of 2013 and received 15 pledges. The committee has raised just under \$9,000 for 2013/14 campaign which will be added to the 2012/13 campaigns \$10,000 endowed scholarship. The committee received a \$5,000 anonymous matching gift. Looking forward to next year's committee and planning for goals.
- C. Finance and Investment Committee – Mr. Hoss reviewed the proposed fiscal year 2014/15 budget. After some discussion, Chair Raymond requested a motion to approve the 2014/15 fiscal year budget; it was moved by Mr. Fortune and seconded by Dr. Calac and unanimously approved.
- D. Executive Committee
  - i. Challenge gift update the Field House Expansion - Mr. Hoss provided an update referencing that there are (4) proposals pending and a confirmed \$100,000 gift.
  - ii. Planning Session – the focus for the Planning Session will be to plan for the 25<sup>th</sup> Anniversary, lead by the Marketing Committee. It will be a half day and staff will send a selection of dates to assure best attendance for Board Members. Significant others will be invited to the reception.

**ACTION ITEM:** Staff to coordinate date/time for Planning Session.

### **V. Membership:**

- A. Call for Nominations: A call for board member nominations was reviewed. Mr. Hoss noted that the goal is to add an additional 5-7 members by the end of the calendar year.

- B. Advisory Council Members: A list of Advisory Council Members was provided for review. It was suggested that the Advisory Council Members be considered for the Foundation Board which would provide representation from all colleges. Board member Tom McGurn also serves on the Athletics Director Advisory Council.
- C. Athletics Director Advisory Council Membership: Mr. McGurn advised that with the pending NCAA II results, the Athletics Director Advisory Council is reinventing itself to maximize the university's entry into this new division. The priorities include:
  - i. Increase the number of student-athlete scholarships
  - ii. Build greater awareness in the community
  - iii. Attract more corporate and individual donors
  - iv. Create an ambassadors role for recently graduated student-athletesMr. McGurn requested the support of the Foundation Board to recruit Council members that are involved with sports, have connections with in the community, and are willing to promote the new status of the Cougars.

**ACTION ITEM:** Staff to email request to remind the Foundation Board of the support needed for the Athletics Director Advisory Council.

#### **VI. Advancement Update:**

- A. Staff updates – Recent new hires and positions available include:
  - i. AVP for Development, Kyle Button: previously held the CSU LA Vice President for Advancement position for 18 years
  - ii. Director of Donor Stewardship, Mike Helé: previously held a position with the San Diego Padres growing fan club membership
  - iii. Administrative Coordinator, making an offer today
  - iv. Director of Development for Major Gifts, under recruitment
- B. Foundation Board Quotes: a handout was provided showing statistics if the recent Social Media campaign referencing quotes from Foundation Board members.
- C. Crisis Communications: President Haynes' Op-Ed piece printed in the UT about the Cocos fire was handed out.

#### **VII. Guest Presentation:**

Robert McManus, Chief of Police, provided an overview of the Emergency Operations Center and how they worked together as a team during the recent wild fires.

Chair Raymond asked the question of the quarter: Show of hands, are you prepared to deal with an emergency or a crisis? He discussed the Fire Preparedness meeting held following the wild fires that resulted in the following handouts:

- A. Reverse 911 – how to add your cell phones and emails to the call list in case of an emergency.
- B. Checklist of things to take with you in case of an emergency.

**ACTION ITEM:** Staff to email the handout to the Board.

#### **VIII. Story of the Quarter:**

Kristine Kirchmeier, shared her story of being a student, interning in Communications, graduating in 2013, being hired as the Visual Communications Specialist within the Communications department, and assuming the role of intern lead for the new students in the Fall. An example of

her success was seen through the "[Happy](#)" video, filmed at Commencement and including the President of the University, her Executive Council, the Chancellor of CSU and many happy students, parents, faculty and friends.

**ACTION ITEM:** Staff to email the video to the Board.

<https://csusm.app.box.com/2014commencement>

**Adjournment:**

There being no further business, Chair Raymond adjourned the meeting at 9:46 am.

Minutes submitted by: Donna Day

Dated: March 14, 2014



Secretary