

**MENDOCINO COLLEGE FOUNDATION, INC.  
MINUTES OF THE BOARD OF DIRECTORS MEETING  
APPROVED**

A regular meeting of the Mendocino College Foundation, Inc. Board of Directors convened on Tuesday, February 14 at Mendocino College, Room 4210, 1000 Hensley Creek Road, Ukiah, California.

**GENERAL MATTERS**

**Call to Order**                   The meeting was called to order by Foundation President Myers at 12:01 p.m.

Myers welcomed new Board members Jamey Gill and Todd McMahon. Both Gill and McMahon said a few words about their backgrounds.

<b>Members Present</b>	Charley Myers, President	Present	Mark DeMeulenaere	Present
	Marilyn Harden, Vice President	Present	Jay Epstein	Absent
	Arturo Reyes, Secretary/Treasurer – <b>arrived 12:07p</b>	Present	Jamey Gill	Present
	Brian Carter	Absent	Tom Herman - <b>arrived 12:06P</b>	Present
	Jerry Chaney	Present	Tod Kong	Absent
	Linda Chapman	Present	Todd McMahon	Present
	Richard Cooper	Present	Lynda Myers	Present
	Channing Cornell	Present	Gary Nix	Absent
	Donald Coursey	Present	Devra Wolf	Absent
	Diane Daubeneck	Absent		

**Staff Present**                   Katie Fairbairn, Executive Director  
Lana Eberhard, Marketing/Program Specialist  
Taylor Denham, Support Specialist  
Anna Kvinsland, Coast Development Director

**College Staff Present**       None.

**Guests Present**               Ryan Kelly, Co-Owner/Chief Operating Officer WSI Smart Marketing

**Public Comments**           None.

**Approval of Agenda**       M/S/C (**Cooper/Cornell**) To approve the agenda as presented.

The matter passed 13-0.

**Approval of Minutes**       M/S/C (**Cooper/Cornell**) To approve the minutes of the regular meeting of the Mendocino College Foundation Board of Directors held on December 13, 2016 as presented.

The matter passed 13-0.

**TIMED ITEM**  
**(Immediately followed the approval of the agenda and minutes.)** Ryan Kelly, Co-Owner/Chief Operating Officer WSI Smart Marketing gave a presentation on the Foundation’s website analytics. Kelly provided background information about WSI and gave a presentation that included charts demonstrating how he has been able to increase MCF’s website traffic and visitor retention time. The presentation was followed by a question and answer period.

## DISCUSSION/ACTION

### ***Revise Maximum Number of Directors for 2017***

A recommendation was made to increase the total number of Directors that can sit on the Board in 2017 from 20 to 22.

**M/S/C (Chaney/Cooper) RESOLVED, That the Mendocino College Foundation, Inc. Board of Directors does approve increasing the maximum number of Directors for 2017 from 20 to 22.**

The matter passed 13 – 0.

### ***Director Resignation***

Director Nix submitted a letter of resignation from the Board on January 11, 2017. Nix has served on the Board since December of 2011.

**M/S/C (DeMeulenaere/Harden) RESOLVED, That the Mendocino College Foundation, Inc. Board of Directors does accept the resignation of Gary Nix with regret.**

The matter passed 13 – 0.

### ***New Director Recommendations***

The Governance Committee recommended for approval the appointment of Lynn Chevalier, Travis Scott and Irma Turner as Directors. Director Nix recommended Chevalier, a Ukiah Valley Medical Center retiree, who has lived in Ukiah since 1974. Director Cornell recommended Travis Scott, Director of Sales and Marketing at Handley Cellars, who has been a member of the Foundation's Gala fundraiser team since 2012. President Myers recommended Irma Turner who has lived in Redwood Valley since 1971 and has served on the Board of a variety of nonprofit organizations including Project Sanctuary and Leadership Mendocino.

Recommendation forms and letters of interest were provided for all three candidates.

**M/S/C (Cooper/L. Myers) RESOLVED, That the Mendocino College Foundation, Inc. Board of Directors does approve the appointment of Lynn Chevalier, Travis Scott and Irma Turner to the Board.**

The matter passed 13 – 0.

### ***Elect Special Events Chair***

Upon Board approval, Director Harden has agreed to chair the Special Events Committee for one year.

**M/S/C (DeMeulenaere/Chapman) RESOLVED, That the Mendocino College Foundation, Inc. Board of Directors does approve Director Marilyn Harden as the Special Events Committee Chair for 2017.**

The matter passed 13 – 0.

### ***Revised Board Meeting Schedule***

A revised 2017 Board meeting schedule was provided for review and approval as follows:

- add: June 5 Board Development workshop
- cancel: May 3 Strategic Planning Workshop

**M/S/C (Cornell/Chaney) RESOLVED, That the Mendocino College Foundation, Inc. Board of Directors does approve the revised 2017 Board meeting schedule as**

presented.

The matter passed 13 – 0.

### *Tail Insurance*

A recommendation was made to purchase a 3-year Tail Insurance policy for Directors and Officers coverage through Keenan and Associates.

**M/S/C (Chaney/L. Myers) RESOLVED, That the Mendocino College Foundation, Inc. Board of Directors does approve the purchase of a 3-year Tail Insurance policy.**

The matter passed 13 – 0.

## REPORTS FOR INFORMATION

### COMMITTEES

#### *Finance Committee*

**Investment reports.** A portfolio summary of accounts was provided for information. Investments are performing well under our new investment managers Main Street Research, Inc.

**2016-2017 budget update.** An update of the current budget was provided for information. Revenues are expected to exceed the projected budgets. Expenses are within projected budgets.

**Update on approved expenditures of ending fund balance.** It is anticipated the 16-17 ending fund balance expenditures will be significantly less than the amounts allocated for the year.

**Donations summary report.** The donations summary report was provided for information.

**Directors contributions.** Total contributions to date are \$16,820.

**Halliday Trust II.** A verbal summary of the Trust's most recent statement was provided for information. The trust will mature in 2019. At that time, MCF will receive half of the distributed fund and the remaining half will go to Sonoma State University.

#### *Scholarship Committee*

**Scholarship update.**

- **Application period.** The current scholarship application period is underway. All applications are due on March 1, 2017.
- **Application workshops.** Workshops have been provided at all Mendocino College locations, as well as for some MC classes and high schools. Kvinsland presented at the Coast Center and Fort Bragg High School.
- **Application reading.** Scholarship applications will be read by the committee members on Friday, March 10, 2017 beginning at 9:00 a.m. All Board members were encouraged to participate.
- **Awards ceremonies.** The Foundation Scholarship Award Ceremony is scheduled for Friday, May 19. The District Award Ceremony, hosted by the Foundation, is scheduled for Friday, May 12.

#### *Land Committee*

**Road purchase.** The agreement details are being finalized for the purchase of the road adjacent to the Foundation property with closing anticipated for early March.

A recent Foundation property map review revealed a mapping error and is in the process of being corrected by the County Assessor's office.

*Special Events  
Committee*

**Gala update.**

- **Gala 2017.** The Mendocino College Foundation Gala Wine Festival is scheduled for Saturday, August 12 and will be held on the Mendocino College Athletic field. We are collaborating with Mendocino County WineGrowers, Inc. (MCWG). The MCWG will procure the live auction items and recruit all the participating wineries. The event's "white paper" was provided for information.

*Governance  
Committee*

A prospective candidate is under consideration.

**EXECUTIVE & STAFF REPORTS**

*Mendocino College  
Superintendent/  
President Report*

Reyes thanked the Board for their continued support

- **Middle College High School program** – Discussions continue with Ukiah Unified School District to establish a program for middle-level high school students to take high school and college classes concurrently on the College campus.
- **Promise Grant** – The grant application was submitted. The grant would allow graduating high school seniors to attend their first year at Mendocino College tuition free.
- **Football program** – The future of the football program at Mendocino College is under review. A final recommendation will be made to the Mendocino College Board of Trustees for approval.
- **Student housing session** – The Mendocino College Board of Trustees recently hosted a session open to the public to address the issue of student housing in Ukiah. The session was well attended with local experts presenting options for possible solutions for the growing housing demand.

**Chapman left at 2:35p.**

*Foundation  
President's Report*

**Board meeting attendance.** Directors were reminded attendance at Board meetings is important to ensure a quorum. Bylaws state that anyone who misses three meetings in a row can be asked to resign.

**Holiday dinner attendance.** In recent years, attendance at the MCF holiday dinners has been disappointing given the amount of staff time and work it takes to hold the event. The Board was asked to recommend other options to consider.

**Student housing session.** Foundation Directors C. Myers, DeMeulenaere and Executive Director Fairbairn attended the recent student housing session. Housing for students has been a number one goal for the Foundation Board for the past several years.

*Executive Director*

**Marketing update.**

- **Mendocino College Promise Program update.** The grant application authored by Minerva Flores was submitted. Application results are anticipated by mid-February.
- **Nursing faculty funding.** Commitments have been received from Ukiah Valley Medical Center, Frank R. Howard Memorial Hospital and Sutter Lakeside Hospital to once again fund an additional nursing faculty position. The funds are for the 2017-2018 academic year.
- **Appeal letter.** Donations totaling \$7,400 have been received to date from the November appeal letter mailing.
- **Scholarship and Adopt A Fifth Grader (AAFG) ads.** Ads promoting the scholarship and the Adopt A Fifth Grader programs were provided for information. Ads will appear between February 3 and April 19 in print and online in the Ukiah Daily Journal, Willits News, and Lake County Record Bee, and in print in the Willits Weekly.

- **Emeritus event recap.** On February 8 the Annual Emeritus event was held in the CVPA lobby and adjacent Art Gallery. Guests were given a sneak preview of “eXplorations - Paula Gray: taking the X out of anxiety and other stories” running through March 26. Gray is an emeritus faculty member and former Art Gallery Director. She donated a piece of her work for the event that raised over \$450 for the Friends of Mendocino College Art Gallery affiliate.
- **Scoreboard agreement – athletic field.** A request for naming a new football/soccer field scoreboard was submitted for approval to the MC Board of Trustees and was provided for information.
- **Disc golf course update – partnership with Interim Dean of Student Services.** Interim Dean of Student Services Ulises Velasco is working to upgrade the college’s disc golf course to a professional level. Foundation staff worked with Velasco to create a white paper to recruit sponsors, and it was provided for information.
- **News releases.** Recent news releases were provided.
- **Foundation co-sponsored events.**
  - April 14 – Harlem Ambassadors Basketball Game** (Ukiah Rotary)
  - April 15 – Mendocino County Road Show** (Mendocino County Museum) – a promotional piece provided for information.
  - April 29 – Rural Health Rocks concert** (FMEMC) – The 2017 sponsorship packages were provided for information. Once again, 30% of the event’s revenues will go to the Friends of the Mendocino College Nursing Program affiliate.
  - June 2 – Ukiah Greater Chamber of Commerce Awards Ceremony & Dinner**

**Professional development.**

- Ukiah Chamber Marketing, Sales & Communications Summit – 1/9/17
- Webinar: Diversity and Philanthropy by Dr. Lilya Wagner – 2/8/17
- Dr. Pamela Fisher: How To Build A Cohesive Team – 2/7/17
- Webinar: Fundraising Across Generations: Millennials vs Their Ancestors – 5/11/17

**College of the Redwoods scholarship funds.** We anticipate receiving the scholarship funds from College of the Redwoods in the first quarter of 2017.

**Coastal development.** A written report was provided for information. Highlights included the following: AAFG currently has 15 coastal sponsors, coastal appeal letter donations increased over last year’s mailing, an open house for coastal AAFG/Scholarships donors and recipients will take place in June, and public service announcements (PSAs) are in production to run on radio station KOZT promoting AAFG and Scholarships.

**Directors Reports**

No reports.

**Affiliates Reports**

**Mendocino College Athletic Boosters (MCAB).** No report.

**Friends of the Mendocino College Library (FMCL).** No report.

**Lake County Friends of Mendocino College (LCFMC).** A written report and a flyer for the Professional Pianists Concert on March 5 were provided for information.

**Friends of the Mendocino College Theatre (FMCT).** No report.

**North County Friends of Mendocino College (NCFMC).** No report.

**Friends of the Mendocino College Coastal Fields Station and Natural Sciences (FMCCFSNS).** L. Myers reported that the meeting on January 12 was cancelled due to bad weather and is rescheduled for the end of March. A husband and wife team have been hired as caretakers for the field station.

**Friends of the Mendocino College Nursing Program (FMCNP).** No report.

**Friends of the Mendocino College Human Services Program (FMCHSP).** A written report was provided for information.

**Friends of Mendocino College Gallery (FMCG).** No report.

**Future Agenda Items** None.

**ADJOURNMENT** The meeting of the Board of Directors of the Mendocino College Foundation, Inc. adjourned at 2:10 p.m.

Submitted by: Charley Myers, President, Mendocino College Foundation, Inc.