

COSTA MESA FOUNDATION
Board Meeting, Tuesday, 7 March 2017
Costa Mesa City Hall
Minutes

Meeting Opened at 6:06 pm

Board Members Present: Dean Abernathy, Lea Lowe, Roy Duvall, Karen Ursini, Matt Vorona, Mary Fewel, Lisa Schultz and Mike Carey, Linda Tenno, Nicole Scott and Jojo Crowley. And City Representatives, Jennifer Christ and Ashley Ocasio. Board member absent: Gerard Ladalardo.

Meeting Minutes

3 January minutes were reviewed and a motion made by Dean to approve; seconded by Lea; approved "as is" by the Board.

Treasury (Lea)

Miscellaneous transactions since January were mentioned by Lea, including:

An expenditure of \$56.99 for new business cards by Lisa; a \$90 charge for a bank card reader; \$798.58 for the Bark Park mural.

\$10,000 was proposed to transfer to the Grant Account from the CIP Account. Motion to approval this transfer made by Matt; seconded by Mike; unanimously approved by the Board members.

Taxes

There is a new federal requirement that the Board needs to approve the 990 EZ tax return for the Foundation. The return was prepared for the Foundation by Gary Craig for the fiscal year 1 July 2015 – 30 June 2016.

A motion to approve the 990 EZ tax return was made by Mary; seconded by Karen; approved by the Board.

Community Outreach (Dean)

Woman Mayors Luncheon: On 8 March. Lea to attend on behalf of the Foundation and look for potential sponsors.

CITP 2017 Update (Mary)

- A. Bands have been arranged for all three Tuesday night dates for the CITP. They are:
 - 1. Stone Soul
 - 2. Common Sense
 - 3. Hard Day's Night

B. Marketing (I ❤️ Costa Mesa; Erin)

Proposal is to create a new look this year for the CITP. Vision: New art for each CITP year, given that Costa Mesa already markets itself as “City of the Arts”. This year theme will be a celebration of Fairview Park. The marketing will include development of a poster with the art-work that will be printed by a local printer. Also, will consider making t-shirts with designs that are also based upon (not identical to) the poster design. There may be up to 3 different designs we can sell. CMF will be identified on the poster; we can also add our sponsors’ logos on a version of the poster that is specifically for the sponsors. The poster that will be sold will be cleaner and not contain the logos. Erin will also try to negotiate with potential suppliers of the posters and t-shirts to volunteer their services.

T-Shirt: Artist wants to handle production, too. The pricing presented by Erin during the meeting was from one artist whose art work was shown.

Concern raised by the Board was about the ability to sell out the bulk of the t-shirt and poster inventory to avoid getting stuck with excess.

Social Media: Goal is to grow the Instagram presence of both the CITP and the CMF.

Mexicoool’s (Mexico Collective) ideas to serve as a CITP sponsor was briefly discussed. Their proposal was to attend 1 show to sell their goods and to run an advertisement in the Costa Mesa Rec Guide.

Erin mentioned that it is her preference to advertise in all four Rec Guides as this be a form of compensation for their services, not a cash payment. City representatives will need to consider whether this request is permissible.

C. CITP Team Schedules (Mary)

Wednesdays are the CITP work day for Mary.

Roy gave an Asana update. A significant amount of past concert data has been steadily uploaded and Asana is nearly current.

Partners Development: Goal is for Mary to meet with each Board member with regards to their CITP responsibilities within the next four weeks.

Miscellaneous (Dean)

The Fence needs repair. Will use PVC this time since it should be sturdier than the current material. We will arrange permission to visit the City Yard on a weekend to do some work. Also need to do some container clean-up, including some repainting of the B&W tables.

Grant Committee (Karen)

1. **Kiwanis Club of Costa Mesa:** Requesting **\$1500** for Kelly's Closet to help provide clothes and school supplies to 24 underprivileged kids. This amount is an increase from last year's \$1,000 in order to purchase additional some laptops and computers vs. previous years. A motion to approve the \$1500 was made by Karen; seconded by Mary; approved by the Board.
2. **Costa Mesa Community Run:** Request made to the Foundation for \$500 or more. Karen proposed giving them \$500 as consistent with our objective to promote community spirit. Motion to approve **\$500** was made by Karen. Seconded by Lea; approved by the Board.
*CMF will request with this grant that the recipient send us photos as part of the agreement to donate.
3. **MIKA Community Development:** They are the organizer of the 3C Basketball Tournament and Community Fair. It has been moved to the Community Center. We will be recognized as a sponsor with our logo on shirts, banner and the MIKA website. They have requested \$1,000.
*CMF will request with this grant that the recipient send us photos as part of the agreement to donate. Motion to approve Grant for **\$1,000** made by Karen; seconded by Nikki; approved by the Board.

Potential New Grants:

1. **Justin Martin:** To help re-start the Mobile Recreation Van. The van goes to areas where there are few parks. Try still to get budget for it from the City. Question was raised if the funds in the R.O.C.K. account can be used for this purpose. If Rec money, then will only involve a check request to the Foundation by the City. Ashley will investigate.
2. Update on Previous Approved Grant: Sonora Elementary School's play in Jan. They found another organization which is considerably less expensive than the previous provider. Our grant is not necessary and the Foundation is disapproving it. They will need to prepare a new grant request is seeking funds for a new play.

New Business (Dean)

None to report.

Board Member Comments:

Lea: At chamber of commerce breakfast, Connell Chevrolet inquired about being a sponsor the CITP.

Jennifer: 9 June. Art of Leadership event to be held. \$125/person. Benefits the two high schools' arts program, SOY art program, Segerstrom art program.

Karen, Lea and Mike agreed to attend YES networking event.

Dean: Board members should all seek to identify a potential sponsor.

Meeting Adjourned at 7:50 pm.

Next CMF Board Meeting: Tuesday, May 2, 2017, 6:00PM; City Hall, Room 1A.