



MODESTO
JUNIOR COLLEGE
FOUNDATION

Board of Directors

Regular Meeting

February 9, 2010

LOCATION:
YCCD, Conference Room B
2201 Blue Gum Avenue, Modesto

8:00 – 9:00 a.m.

Modesto Junior College Foundation

Board of Directors

Bi-Monthly Board Meeting

Tuesday, February 9, 2010

8 – 9 a.m.

YCCD Conference Room B

2201 Blue Gum Avenue

Agenda

Introduction of Guests

Approval of Agenda i

Consent Agenda

1. Approve December 8, 2009 and January 26, 2010 Minutes..... 1

Correspondence

Discussion/Action Agenda

1. Curtis Legal Group and Mary Eichoff Account.....Michael B. Ijams, Esq.
Lou Friedman, Esq.
Natalie A. Hayen, Esq.
2. Second Major Fundraiser.....Gene Hill8
3. Potential New Board Members.....Gary Watts.....16
Judith Lanning, Jim Johnson
4. Bette Belle Smith Life and Legacy..... Gene Hill.....25
5. 2009-10 Budget Revision Gary Whitfield
6. Spending Policy Committee Update.....Mike Riley.....26
7. Board Meeting Frequency.....Gary Watts

Reports

1. District Report.....Dr. Roe Darnell
2. College ReportDr. Ken White
3. Executive Director Report.....Gene Hill
4. Finance Committee Report.....Gary Watts
5. Investment Report.....Ron Ramont
6. Budget ReportGary Whitfield
7. Summer Sonata Planning Committee.....Babette Wagner,
Eileen Faria

Other Business/Announcements/Events

Summer Sonata Planning Meeting immediately following Board meeting
Friday, April 30th - MJC Graduation
Saturday, May 1st – MJC Scholarship Reception
Saturday, May 8th – MJC Class Reunion
Saturday, May 22nd – MJC Dedication for Dave Ashleigh Aquatics Center
Thursday, July 15th - MJC Foundation Summer Sonata

Next Board Meeting: April 13, 2010

Location: YCCD, Conference Room B

Adjournment

Modesto Junior College Foundation
Board of Directors Bi-Monthly Meeting
December 8, 2009
Unapproved Minutes
YCCD Conference Room B

Present: Amy Bethel, Matthew Bryant, Rocki Cohen, Steve Collins, Jerry Cooper, Roe Darnell, Sandy DeWalt, Eileen Faria, Gene Hill, Geoffrey Hutcheson, Paul Neumann, Michael Pimentel, Ron Ramont, Mike Riley, Gigi Sherriffe, Babette Wagner, Gary Watts, Jim West, Gary Whitfield, Jon Zagaris

Guest: Brice Gibbs, Bryan Justin Marks

Absent: Sabrina Enevoldsen, Geoffrey Hutcheson, Amy Neumann, Colleen Preston

Closed Session – 7:30 – 8:30 am

Agenda

The 12/08/2009 agenda was approved

Review of Minutes

The October 20, 2009 minutes were reviewed. There were no corrections. After a motion by Paul Neumann and a second by Jim West, the minutes were approved with a unanimous aye vote.

Correspondence

The correspondence binder was not circulated. All correspondence will be shared at the February Board Meeting.

Discussion/Action Agenda

1. Auditors 2008-2009 Findings

Gary Whitfield introduced Brice Gibbs of Matson & Isom. Mr. Gibbs wanted to come to the Foundation Board Meeting to verbally go over the Foundation's Audit 2008-2009 Report. He stated that Matson & Isom began its audit in September 2009 with the District Staff. He went over a new disclosure requirement involving investments (The Uniform Prudent Management of Institutional Funds Act). The purpose of the (UPMIFA) is to: define an endowment, clarify how a charity can invest in an endowment, and regulate how much of an endowment a charity can spend. In addition, guidelines were set forth for reporting endowments and a disclosure of the Foundations spending and investment policies. Mr. Gibbs stated there were NO difficulties during the audit. One journal entry was made due to a new accounting policy which wasn't anticipated. He went over the Financial Statement on page 1 and gave a clean report. Mr. Gibbs stated the Foundation has experienced a decrease in net assets for the last two years due to the decline in economy and investment markets. To mitigate the effect of these conditions, the Foundation is searching for new sources of revenue and looking for ways to reduce program and supporting expenses. As stated on pg. 19 of the report, "the ability of the Foundation to continue as a going concern is dependent on the success of these actions." The Foundation Board suggested the results were worse than originally thought. A plan must be decided and executed. Mike Riley commented that the findings are startling and that management must have a plan. Mike Pimentel asked if the deficit would go away if the investments do better. Mr. Gibbs commented that would help but it will take a long time. The board agreed the Foundation must have a very specific plan since we are already 6 months into the new year.

The Foundation needs to try to get a better return on fundraising. We are down 1.3 million overall. Brice Gibbs commented that the board could look at investments that produce cash dividends. Look at our investment strategies. He added that The Foundation can come out of this – it is possible.

2. Addition of Interim President to the Board

Roe Darnell let the board know Dr. Ken White lives in Sonora and was snowed in. He will attend future board meetings.

3. Addition of Alumni President to the Board

Babette Wagner reported that the Bylaws may need to be reviewed. Amy Neumann had previously asked why the position couldn't be added as a regular (voting) board member. The board questioned if there was a rule (something in the bylaws) that discussed the percentage of board members that are associated with the college (current employee, retiree, family member, etc). Babette was working with Amy Neumann and Geoffrey Hutcheson but neither Geoff or Amy attended this meeting. Babette commented that she would like to see a resolution. Jon Zagaris will call Geoffrey Hutcheson. This will be added to the next board agenda for final resolution.

4. Board Member Resignation

Paul Neumann commented on Colleen Preston's board status. He has talked with Colleen and she expressed interest in getting more involved. Both Colleen and her husband are very connected to the college – they are both Presidents Circle Members. Paul will talk to her again and let the board know her status.

5. Committee Sign-Ups

Amy Bethel circulated a sign-up sheet for Foundation Committees.

6. Additional Major Fundraising Event

Gene Hill asked the board to review the list of fundraising ideas (list located on p. 21 – 22 in board packet). Gene asked the board to rate the events on a scale of 1-10 and return within a week.

7. Policy for Sponsorships

The board must decide on a policy for sponsorships by the Foundation. The Spending Policy must also be reviewed and a possible spending plan may be developed. Mike Riley will chair a committee. Matt Bryant, Rocki Cohen, Mike Pimentel, and Babette Wagner will serve on the committee to develop a Sponsorship/ Spending Policy for the MJC Foundation.

Reports

1. District Report – Roe Darnell reported that the state is reporting a 27 billion dollar deficit which means an estimated 12 million to the district. Dr. Darnell commented that the district is not resorting to lay-offs other than some isolated cases which involve categorical funding.

2. College Report –

Dr. Ken White will give the College Report at the February 9, 2010 Board Meeting.

3. Finance Committee Report –

Notes from the Finance Committee Meeting were shared with the board. Ron Ramont presented a \$500 check from Bank of America to the Foundation. There was a request from a donor that asked to take funds out of our Foundation and transfer it to another in San Francisco. This request was discussed at the Finance Committee meeting, however, no decisions were made. Gary Whitfield commented that if we allow this donor to remove funds, we will be sending a

message to other donors. There may also be some legalities, since we don't know if others have donated to the scholarship fund. Babette Wagner suggested that when we send the thank you letter we should add a statement about the donation being tax deductible and non-refundable. Gene Hill sent a message to a list serve and some suggested allowing it to keep the donor happy and others were against allowing the donor to remove funds. After some discussion, Babette Wagner made a motion for the staff to draft a letter stating we will not allow the donor to withdraw of the funds and transfer them to another foundation. Jerry Cooper seconded the motion. The motion passed with a unanimous aye vote. Jon Zagaris asked Gene to draft a letter to the donor.

4. Investment Report – Ron Ramont presented the Investment Report. Ron commented that now is the time to put more of the Foundation's money to work. Ron commented that the board needs to have a recommendation regarding the Foundation's cash position. Mike Pimentel commented that the board needs to be concerned with volatility of the market. Steve Collins made a motion for the MJC Foundation Board of Directors to develop a Cash Investment Strategy. Eileen Faria seconded the motion. The motion passed with a unanimous aye vote.

5. Budget Report – Gary Whitfield reviewed the Budget Report (located on p. 23 of the board packet) which showed the unrestricted funds through October 31, 2009. Gary commented that most of the revenue is from the Summer Sonata.

6. Year End Appeal - Gene Hill reported to the board that a Year End Appeal letter would be mailed the following week. Approximately 13,000 letters will go out to the community.

Other Business/Announcements/Events

Sabrina Eneveoldsen, Babette Wagner, Paul Neumann, and Jon Zagaris were thanked for underwriting the Foundation Holiday Social!

Transfer of MJC Foundation Board Officers – Jon Zagaris announced the transfer of the Board Officers. Jon was thanked for his years as the President and was presented with a small gift of appreciation. Incoming President, Gary Watts said a few words. Incoming Board Officers include:

Gary Watts – President

Paul Neumann – President Elect

Jerry Cooper – First Vice-President

Babette Wagner – Second Vice-President

Eileen Faria – Treasurer/Secretary

Holiday Social, Thursday, December 10, 2009 6:00-8:00 pm, McHenry Museum

Foundation Office Closed for Holidays, December 24 through January 3, 2010

Institute Day, Friday, January 8, 2010, 8:00 am – noon, MJC Auditorium

Next Board Meeting: Tuesday, February 9, 2010

Location: YCCD Conference Room B

The Meeting was Adjourned.

Modesto Junior College Foundation
Board of Directors *Special* Meeting
Unapproved Minutes
January 26, 2010
YCCD, Conference Room B

Present: Amy Bethel, Steve Collins, Roe Darnell, Sandy DeWalt, Eileen Faria, Gene Hill, Bryan Justin Marks, Amy Neumann, Paul Neumann, Michael Pimentel, Ron Ramont, Mike Riley, Gigi Sherriffe, Babette Wagner, Gary Watts, Jim West, Gary Whitfield, Jon Zagaris

Present via Teleconference: Matthew Bryant, Jerry Cooper

Absent: Rocki Cohen, Sabrina Enevoldsen, Geoffrey Hutcheson, Colleen Preston

Purpose of Meeting: To determine an additional fundraising event for the MJC Foundation.

*The Foundation Staff was asked to take the following three fundraising idea's and analyze each of them. Consider time, staffing, board involvement, calendar of college and community, and cost analysis, including expenses and projected funds raised.

CRAFT FAIRE

SPEAKER ENTERTAINMENT SERIES

BEER/WINE TASTING EVENT

Discussion/Ideas:

Babette Wagner –

Night with the Modesto Nuts (baseball). Potential to raise \$2,000-\$3,000 with a barbeque. Gary Watts offered to get contact Mike Gorassi from the Nuts to discuss possibilities.

Family Tour of Farms with MJC Agriculture Department as a partner. Lunch after and maybe a flea market.

Sock Hop – connected to Graffiti. The Modesto Kiwanis group will be hosting the Graffiti event at MJC the weekend of June 12-13th, 2010. Steve Collins commented that the State Theater usually does an evening event that weekend. Babette Wagner offered to contact the State Theater.

Amy Neumann –

Their school does a "Night with the Modesto Nuts". She commented that few tickets were sold. They made \$500. She added if the Foundation has a raffle in conjunction, we might be able to make more profit.

Jim West –

Jim asked how much money the Foundation is hoping to raise with the additional fundraiser. Gene Hill

commented about \$55,000, the same that was budgeted for the Symphony of Trees. Babette Wagner added that whatever we decide, we need to make sure that the costs for the event do not exceed the dollars raised.

Matt Bryant –

Beer tasting event. Maybe include auction, poker tables (for prizes, not \$). Get local breweries involved. Oktoberfest was mentioned – happens in October by the Modesto Chamber. Amy Neumann added that she helps with a wine tasting event that usually makes about \$30,000-\$35,000. The cost to put it on is high – about \$20,000. Roe Darnell added that Columbia College does a wine tasting at Columbia State Park and Gigi added the Girl Scouts are successful with their Taste of the Vine fundraiser. Sandy DeWalt mentioned that currently YCCD Board Policy only allows wine to be served (policy #3000). If we would like to include beer, it will need to go to the board. Dr. Darnell thinks the policy is only for on-campus events but suggest we look into it further.

Mike Pimentel –

Mike likes the idea of a wine/chocolate/dessert event. Gigi suggested connecting it with a specific holiday (Valentines Day, Mothers Day, etc).

Paul Neumann -

Paul would like to see us partner with the MJC Friends of Music. He thinks this is a perfect time since Jim Johnson is considering joining the Foundation Board. Babette commented that she attended an event at MJC and participated at the VIP level. She was invited into the ballet room for a reception prior to the event – she really enjoyed it. Paul added that the Foundation has brought “big ticket” speakers to the college in the past (Mikhail Gorbachev, Robert Kennedy). Sponsorships (VIP) and tickets sales helped to pay their fees. Paul commented that these types of events help to get the Foundation’s name in the community – good PR. Gary Watts likes the idea of bringing speakers/entertainers to MJC and the community. Not too difficult to plan. Jeremy Renner was mentioned, who is from Modesto, attended MJC, still has family in Modesto, and is currently expected to be nominated for an Academy Award for his most recent movie – *Hurt Locker*. If we can get him to come to MJC for a movie screening/meet and greet, we would probably draw a crowd. Bryan Justin Marks added that he would like to see Jeremy Renner nominated for the MJC Distinguished Alumni award. The Foundation could possibly tie the award (given at commencement) with a movie screening/presentation. Gary Whitfield added that we could get the community involved by inviting local veterans to the event (Jeremy Renner’s movie *The Hurt Locker* is a drama on the Iraq War and is expected to be up for many awards, including best actor for Jeremy). Jon Zagaris likes Paul’s idea about partnerships. The Foundation is lucky to have access to wonderful facilities right at its fingertips. Dr. Darnell commented that he can make a case to the District to waive charges for facility use for the Foundation. Eileen Faria agreed that she would like to see an event held in the auditorium.

Roe Darnell –

Dr. Darnell talked about hosting an Economic Outlook Forum where the Foundation could invite speakers/presenters. He attended one where all of the former United States Presidents were invited to attend and serve on a panel for questions/answers. Mike Riley has seen something similar in Stockton.

Mike also likes the idea of inviting high profile speakers. Steve Collins commented that Jim Johnson will be very valuable to help get higher profile speakers/entertainers to Modesto. Omega Nu used to bring speakers to Modesto but stopped doing it.

Amy Neumann –

Amy Neumann suggested a Craft Faire/Yard Sale. The Craft Faire could happen on the MJC East Campus and could include the Ag Plant Sale, entertainment, MJC Departments, Beer Tasting, etc. Babette Wagner suggested inviting home improvement stores to have a booth and offer demonstrations. Paul Neumann pointed out that College of the Desert has them every weekend and has been very successful. Delta College does a Flea Market for 6 weeks out of the year. Bryan Justin Marks commented that we will need to get buy-in from the College President to get the departments involved and to encourage staff to work weekends (as volunteers).

Jon Zagaris –

Jon suggested board members volunteer and take the lead on fundraising projects – form small committees that would work with the Foundation staff. Babette added that the board should be helping with all events, including the President’s Circle events and the holiday social. Babette reminded the board that the Foundation needs to continue to have the President’s Circle events that are included in the membership and promised to the members. The events are a good way to not only thank the current members, but also recruit new members.

Gary Watts-

Gary mentioned the Shadow Chasers Marathon will probably go past MJC – March 21st. Ron Ramont commented that the Amgen Tour is coming back to Modesto in mid-May.

The Foundation Special Meeting was adjourned.

Addition to the Agenda - Babette Wagner announced to Foundation President Gary Watts that she would like for the board to discuss and vote on Bryan Justin Marks’ addition to the Foundation Board of Directors. Bryan Justin Marks stepped out of the room. After a brief discussion Babette Wagner made a motion to accept Bryan Justin Marks as a regular (voting) Foundation Board member*. Mike Pimentel seconded the motion. The motion passed with a unanimous aye vote. Bryan again joined the meeting, and was welcomed by the board.

Gary Watts announced that Judith Lanning turned in an application to serve on the board and it will be reviewed and voted on at the February 9, 2010 meeting. Gary asked to make sure Judith was invited to meeting.

Gary Watts asked the board to secure (3) people to join the President’s Circle before the Feb 9th board Meeting – The Foundation will build its membership by making the direct “asks!”

*not associated with his role as Alumni Association President.

Babette asked if it would be possible to add one more membership level (maybe \$500). This level could have attached benefits. Gigi Sherriffe confirmed that level could receive the 10% bookstore discount.

Gigi will look into some other benefits (at a lower level than the \$1,000 President's Circle membership). Babette commented that the Foundation really needs to continue to host the President's Circle social events – as they are promised in the membership level. These events are also a good way to recruit new members.

Bryan Justin Marks commented that the Foundation really needs more marketing materials. The Foundation needs to create an up to date general brochure. Gigi commented that Bryan is really good at creating brochures. Bryan agreed to create a draft and present to the board.

Mike Riley asked if the budget needed to be reviewed (it was on the agenda). Gary Watts announced that it is tabled until the February 9th board meeting. Gene Hill announced that the Foundation staff met with Gary Whitfield to work on revisions. The Foundation will also need to begin to work on the 2010-2011 budget.

Modesto Junior College Foundation
Staff Meeting ~ Additional Fundraiser Analysis
Unapproved Minutes
February 1, 2010

Present: Gene Hill, Amy Bethel, Sandy DeWalt, Gigi Sherriffe

Purpose of the Meeting: To review minutes from Special Foundation Board Meeting on 1/26/2010 and analyze the following three fundraising ideas. Consider time, staff and board involvement, calendar of college/community and cost analysis, including expenses and projected funds raised.

- Craft Faire
- Speaker/Entertainment Series
- Beer/Wine Tasting

CRAFT FAIRE

CALENDAR/DATE – *Foundation Staff thought the Craft Faire could be scheduled 8:00 am – 2:00 pm on a Saturday.* It was confirmed that the Annual Ag Plant Sale is scheduled for Saturday, April 3rd. The Foundation Staff was a little concerned about possible rain in early April. If we would like to have it at a later date, we could still invite the Ag Department to participate with a booth or open the nursery for the day.

Other dates to be aware of include:

Friday, April 30th - MJC Graduation
Saturday, May 1st – MJC Scholarship Reception
Saturday, May 8th – MJC Class Reunion
Saturday, May 22nd – MJC Dedication for Dave Ashleigh Aquatics Center
Saturday, June 12th and Sunday, June 13th – Kiwanis Graffiti event at MJC
Saturday, June 12th (8:00 pm) – Gallo Center for the Arts Beach Party
Thursday, July 15th - MJC Foundation Summer Sonata

LOCATIONS – *reservation of space would be made with Sherri Suarez in Facilities.*

MJC Quad (East Campus) - Plenty of open space and parking. Electrical outlets available. Permanent stage for entertainment. Booths would be on both grassy/and paved area.

Parking lot on corner of College Ave and Coldwell – Good visibility from College Avenue. Close to Ag Nursery, but also close to neighborhood (houses back up to parking lot). Plenty of open space (on pavement) and plenty of parking. Closest electricity would be in Ag building. Easy clean-up.

Grassy area on corner of College Ave and Coldwell – Good visibility from College Avenue. Booths would be on grassy area. Plenty of open space and plenty of parking.

MJC Stadium on Tully Avenue – less visibility. Booths could be around track (on grassy area). Plenty of open space and plenty of parking. Plenty of electrical outlets. High heels not allowed on the new track.

MJC West Campus Quad – less visibility. Booths would be on pavement. Plenty of parking and plenty of open space. Plenty of electrical outlets.

TIME INVOLVED -

Staff Time (prior to event) Time involvement prior to the event could include; soliciting/communicating with vendors, marketing/advertising, planning meetings, recruitment of entertainment/volunteers, meeting with YCCD Facilities to discuss setup, shopping for beverages and supplies.

staff time (prior to the event) = 80 hours.

Staff Time (day of event) Time involvement the day of the event could include; coordination of set-up/clean up, coordination of entertainment/vendors/attendees/volunteers/MJC staff (custodians and security). The staff could be responsible for *certain areas*, just as they are the day of the Summer Sonata.

staff time (day of event) = 6:00 am – 4:00 pm (10 hours) X 3 staff members = 30 hours.

Board Time (prior to the event) Time involvement prior to the event could include attending planning meetings with Foundation staff, helping with soliciting of vendors, entertainment, and volunteers. Help with marketing of the event.

board time (prior to the event)= 5-10 hours per board member.

Board Time (day of the event) Time involvement the day of the event could include; signing up for a shift to work in beverage booth and help with set-up/clean-up.

board time (day of the event)= 3-4 hours per board member.

*The Foundation staff suggested that we have a booth that would sell beverages (tea and coffee in the morning/soda and water). The Foundation could also sell beer (if approved by the YCCD Board of Trustees). Board members could help in booth by signing up for a 2-hour shift.

COST ANALYSIS \$

*Costs to Foundation: (Craft Faire)

Beer Permit (Alcohol Beverage Control)	= \$25
Event Insurance	= \$250
Marketing (flyers/poster/etc.)/Newspaper Ads	= \$500-\$600
Upfront Purchase of Beverages: coffee/tea in morning soda and water beer	= \$500-\$1,000 (Standard Keg is 15 Gallons, using 8 oz cups you could get about 80 beers to a keg. Kegs run \$80-\$125)
MJC Custodial/Security Fees	= \$1,500
Misc .(Unanticipated) Supplies	= \$150
Total Expenses (approximate)	= \$2,025

*Profit to Foundation: (Craft Faire)

Charge to Vendors for Booths (approximate size = 10x12 space)	= \$150/\$200 ea x 50 vendors = (\$150)-\$7,500 / (\$200)-\$10,000
Profit from Beverages tea and coffee in morning soda and water beer	= \$ Beer (3 kegs, 240 beers x \$5.00) \$1,200 = \$ Soda/Water (200 waters X \$2.00, 100 sodas X \$2.00) \$600
Total Revenue (approximate)	= \$9,300 - \$11,800
Estimated Net	= \$7,375 - \$9,775

*The profit will be dependent on the number of vendors + charge to vendors. The Foundation Staff also discussed the possibility of charges attendees an entrance fee (*not reflected in above table*).

SPEAKER/ENTERTAINMENT SERIES

CALENDAR/DATE – The Foundation could host a series of speakers and entertainers that would perform in the MJC Performing and Media Arts Center (Auditorium). The dates would be scheduled around the calendar of events already scheduled in the Auditorium and the availability of the speakers/entertainers. The dates could be during the week or on a weekend and could be year-round.

*Steve Collins offered to ask Emeritus Dean Jim Johnson to co-chair a committee that would work on recruiting speakers and entertainers to MJC. We could also partner with groups on campus such as the *Friends of Music*.

LOCATIONS – The Foundation Board and Staff would like to utilize the MJC Auditorium. For smaller events we could use the smaller theaters on the east campus (2 available). On the West Campus we can use the Mary Stuart Rogers Student Center. Seats available:

Auditorium = 792

Recital Hall = 180

Little Theater = 72

TIME INVOLVED -

Staff Time (prior to event) Time involvement prior to the event could include; communicating and meeting with the committee to discuss recruitment of the speakers/entertainers, marketing/advertising, selling of tickets, shopping for VIP food and beverages.

staff time (prior to the event)=40 hours

Staff Time (day of the event) Time involvement the day of the event could include; setting up of the VIP room (food and beverage), attending the event, and clean-up.

staff time (day of the event)=6 hours X 3 staff = 18 hours.

Board Time (prior to event) Time involvement prior to the event could include; attending planning meetings with Foundation staff, helping with marketing/advertising , soliciting VIP/sponsorship sales.

board time (prior to the event)= 5-10 hours per board member.

Board Time (day of the event) Time involvement the day of the event could include; meeting and greeting the speaker, attending VIP reception, meeting/greeting attendees, attending the event, helping with set-up and clean-up of VIP room. board time (day of the event)=6-7 hours (depending on meeting/greeting of speakers)

COST ANALYSIS \$

*Expenses: (Speaker/Entertainment Series)

Wine Permit (Alcohol Beverage Control)	= \$25
Event Insurance	= \$250
Marketing (flyers/poster/etc.)/Newspaper Ads	= \$500
Purchase of appetizers/wine for VIP Room <i>(dependent on number of attending VIPS)</i>	= \$500
MJC Custodial/Security/Media Tech.	= \$500
Cost of Speaker/Entertainer (including travel fees and accommodations)	= \$15,000 (minimum)
Total Expenses (approximate)	= \$16,775

*Profit to Foundation: (Speaker/Entertainment Series)

Ticket Sales (auditorium seats = 792)	= \$25 (aver. ticket price) X 772 (seats) = \$19,300 assume sell out
Ticket Sales (VIP)	= \$50 X 20 (seats) = \$1,000
Total Revenue (approximate)	= \$ 20,300
Estimated Net	= \$3,525

*The profit will be dependent on the fees of the speaker + sale of tickets +VIP's/sponsors.

BEER and WINE TASTING EVENT

CALENDAR/DATE – The Foundation could host a beer and wine event any time of the year, since it will be located indoors. A Friday or Saturday evening would be a first choice. Availability of the facility and community/campus events would be considered. Ideal time of the year: March or April.

LOCATIONS – The event could be held in the Mary Stuart Rogers Student Center on the MJC West Campus. Fees to host events here are minimal.

*The Foundation staff discussed this event and how we can make it different from the Summer Sonata. The staff liked the idea of having a Casino Night (for prizes) with appetizers and wine/beer tasting. The event would be more casual than the Summer Sonata. We would need to hire a company to do the Casino portion of the event. We could have a “theme” for the event. The prizes for the casino winners will be donated.

TIME INVOLVED -

Staff Time (prior to event) staff involvement prior to the event could include; meeting with Planning Committee, marketing/advertising, ticket sales, recruitment of entertainment/volunteers/wineries and breweries, soliciting donations for prizes, meeting with YCCD Facilities to discuss setup, shopping for beverages and supplies.

staff time (prior to the event) = 100+hours

Staff Time (day of the event) Time involvement the day of the event could include; coordination of set-up/clean up, coordination of entertainment/attendees/volunteers/MJC staff (custodians and security), preparation of the appetizers and wine/beer area. The staff could be responsible for certain areas, just as they do for the day of the Summer Sonata.

staff time (day of the event) = 8 hours X 3 employees = 24 hours.

Board Time (prior to the event) Time involvement prior to the event could include; attending planning meetings with Foundation staff, helping to solicit vendors/entertainment/volunteers, and helping with marketing of the event.

board time (prior to the event)= 5-10 hours per board member.

Board Time (day of the event) Time involvement the day of the event could include; helping with set-up/clean-up, meeting/greeting the community, and attending the event.

board time (day of the event)=5-6 hours

COST ANALYSIS \$

*Expenses: (Beer/Wine Tasting Event)

Wine/Beer Permit (Alcohol Beverage Control)	= \$25
Event Insurance	= \$250
Marketing (flyers/poster/etc.)/Newspaper Ads	= \$700-\$1,000
Casino Company Fee *based on estimate from Ca Casino Nites (3 hours) see attachment for prices	= \$ 2,250
Wine/Beer (supplied by wineries/breweries)	= \$ 0
Appetizers (dependant on numbers of attendees)	= \$ 1,500
MJC Custodial/Security/Media Tech.	= \$900
Total Expenses (approximate)	= \$ 5,550 – 5,850

*Profit to Foundation: (Beer/Wine Tasting Event)

Ticket Sales (150 attendees)	\$50 each X 150 = \$7,500
Sale of Additional Poker Chips 40 chips = \$20 150 attendees average person will go back twice = \$40	= \$40 X 150 = \$6,000
Total Revenue (approximate)	= \$13,500
Estimated Net	= \$7,950 – \$7,650

*Ticket sales will include appetizers, wine and beer tasting, set amount of poker chips. Additional poker chips available for purchase. Prizes will include donated items.

*Profit will be dependent on number attendees + charge per ticket + charge for poker chips.

Memorandum

To: MJC Foundation Board, staff
From: Amy Neumann
Date: February 4, 2010
Re: Craft Fair Fundraising Idea

At the meeting on January 26, 2010, we decided to proceed with gathering more information about various fundraisers, including a craft fair and plant sale on the campus this Spring. I agreed to make some phone calls and look into some of the logistics of this kind of event. The purpose of this memo is to report the information I found.

As you may know, North Modesto Kiwanis Club ("Club") does a two day American Graffiti Festival, including a car show with food and craft vendors on the campus for Graffiti weekend in June. This successful event draws a crowd of 10,000 people and nets approximately \$50,000 for the Club. They are also adding a used car sale to the event this year.

Arts & Crafts Vendors

The club sells 10x10 spaces to arts and craft vendors for \$100 and business vendors for \$125. Vendors who want larger spaces or corner locations pay more. The Club does not provide the awning or table to the vendor and if the vendor needs electricity, they must pay extra. They had 120 vendors last year and hope to have 200 vendors this year. We need to be cognizant of insurance (i.e. truck vendors must provide certificate of insurance), fire safety rules (i.e. no more than 40 feet can be connected) and business license requirements. The Club offers space to non-profits selling their goods or food.

The Club begins recruiting vendors now, by sending letters, the internet and word of mouth. They also recruit vendors by attending other arts and crafts events and directing soliciting those vendors. Dave Giddings, who runs this portion of the event, graciously has offered his list of vendors to us.

Food Vendors

The Club sells space to 18 food and beverage vendors. They charge \$300 to

\$700 for vendors, depending on the space needed and electrical use. They require all vendors to carry their own insurance of \$1 million in coverage and their own business license. A fire inspection is required for any vendor using propane to cook. Jim McFarland, who runs this portion of the event, explained that he makes certain he does not have duplicate vendors. The sale of alcohol requires a license by the Club and permission from the college. It generates significant income for them. The Club offers food vendor slots to for-profit and non-profits. Jim graciously agreed to share his list of approved vendors.

Given my estimated size of the event (400 - 500 people conservatively), Jim recommends at least 5 to 10 food vendors.

Manpower and Other Costs

The Club has 100 members. By recruiting spouses and friends, the Club manages to find 150 volunteers needed to make the event work. Some volunteers work as much as 36+ hours at the event. Without help from MJC staff, we are more limited in numbers.

If we are thinking about charging admission, the cost for fencing is significant. It cost them \$1500 in fencing costs.

There are also insurance costs, such as one day event policies we need to think about. I do not anticipate street closures at this time, but this also increases costs and lead time.

As to advertising, Jim recommended using the Visitor's Bureau and getting posted on their website. Other avenues include the Modesto Bee, our sign out front, advertising through the garden clubs and word of mouth.

As to the draw of the plant sale, it presents somewhat of a logistical issue. The quad is a more desirable area to have the event, rather than the parking lot surrounding the plant sale, but the plants are difficult to move and control. If we could arrange to move at least a portion of the plant sale to the quad, we could capture those people coming to the sale. We need to think of a catchy name for the event. I was thinking something Spring-oriented and garden-themed.

Modesto Junior College Foundation
Board of Directors Profile

Name: Judith Ayn LANNING
First Middle Last

Address:
Residence 1115 Amherst Ave Phone: (209) 918-5053
Modesto CA 95350
City State Zip Code

Office Modesto Junior College Phone: (209) 575-6944
435 College Ave Fax: (209) 575-6943
Modesto CA 95350 E-Mail: lanningj@mjc.edu
City State Zip Code

Position Title: Director of Workforce Development
Secretary's Name: Shemi Ward

Date of Birth: 2/7 Ag 7th Place of Birth: Ohio
Day Month

Education:

Did you attend MJC? Yes, year _____ No

Other institution of higher education:
* Please See Attached
Institution Year Degree Major

Honors and Awards:
* Please See Attached

Hobbies and Cultural Interests: * Please See Attached

What are your strongest areas of interest? Please check.

- Fundraising Legal Affairs Event Planning Other _____
 Investment Marketing In-person or Phone Solicitation

JUDITH A. LANNING, SPHR

1700 McHenry Ave 65B #234 ♦ Modesto, CA 95350 ♦ 209/918-5053 ♦ lanningayn@hotmail.com

HIGHLIGHTS

Accomplished human resources training and development leader, resource manager, and public speaker... Successful grant writer on over \$10 million in funded grant proposals to date.... Significant budgetary management expertise... Managed investment portfolio of approximately \$7 million in endowments and scholarship funding.... Awarded Distinguished Leadership Award for Modesto Junior College in 2006.... Experienced supervisor and trainer of staff in numerous disciplines... Talented grant writer with strong record of success... Respected statewide leader in college resource development and economic development... Certified Senior Professional in Human Resources (SPHR).

PROFESSIONAL EXPERIENCE

MODESTO JUNIOR COLLEGE

MODESTO, CA

Director, Workforce Development/Workforce Training Center

2008– present

Supervise the Workforce Training Center at Modesto Junior College providing training, development and human resources policy review to corporate clients throughout the Central Valley of California, Job Readiness Advocate on the Central Valley Human Resources Management Association Board, active member in SHRM and local affiliate chapter, Led campus-wide Grant Innovation unit with over \$2.03 million secured in grant funding in 2008-2009 including the Green Job Corps in partnership with the Merced Workforce Investment Board (Department of Labor), S-STEM Scholarships (federal NSF) and Advanced Technological Education (federal NSF). Supervise Corporate Training unit providing soft skills and technical training to multi-county business and industry sectors. Manage Advanced Careers in Technology unit and direct core administrative support team. Supervise an annual budget of approximately \$2,255,000. Develop master plan for the Ford Partnership for Advanced Studies Next Generation Learning Community for Stanislaus County. Confer with faculty, staff, and deans and advised senior management on programs, funding and grant opportunities. Initiate programming and resources through partnership development with corporate partners and project personnel concerning special instruction and training programs. Research and review federal, state and local grant proposals for multiple divisions at the college. Develop strategy for growth and sustainability of current and future programs.

Interim Dean, Science, Mathematics and Engineering Division

2007 – 2008

Supervised the division of Science, Mathematics and Engineering that includes architecture, engineering, anatomy, physiology, microbiology, biology, marine biology, zoology, botany, chemistry, physics, astronomy, geology, earth science, meteorology, and mathematics as well as the Great Valley Museum (stand alone regional natural science museum). Managed 94 staff made up of 41 full-time faculty members, 15 classified team members and 38 adjunct faculty members with an annual division budget of 5.8 million. Served as a member of the President's Cabinet and the Instructional Administrators' Council (governance committees on campus). Co-Chair of the Science Community Center (70 million dollar bond funded building project) facilities design team. Supervised selection of architectural firm, building design (approximately 94,000 square feet), and budget development. Created naming proposal for the Gallo family to provide funding support for science equipment needs. Partnered with the Yosemite Faculty Association as well as the Academic Senate on a variety of instructional matters and development opportunities. Chaired the hiring committees for two full-time faculty positions. Active member of the budget committee for the college as well as the budget allocation task force for the district.

Acting Executive Director, Modesto Junior College Foundation

2006 – 2008

Acted as Executive Director of the MJC Foundation while concurrently serving as first the Director of Operations for the Community and Economic Development Division and then Interim Dean of the Science, Mathematics and Engineering Division at Modesto Junior College. Plan, direct and manage all activities and operations of the MJC Foundation. Co-sponsor marketing events for the college such as partnering with the Modesto Bee to bring nationally known authors to campus for book readings and signings. Develop the partnership with local K-12 schools to encourage outreach and recruitment to the campus. Coordinate the annual giving campaign and direct and implement the Summer Sonata annual fund raiser (proceeds exceeding \$80,000). Develop long- and short-term strategic plans for the organization. Supervise stewardship of funds, staff, operational procedures, and donor tracking. Work with deans, faculty, staff, and students to create viable fund development strategies. Manage a

JUDITH A. LANNING, SPHR

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HUMAN SERVICES COMMISSION

RICHMOND, VA

Youth Employment Coordinator

1998 - 1999

Developed and coordinated city-wide youth employment program for the City of Richmond's Human Services Commission, developed grants and corporate proposals that funded youth restitution program and major components of citywide youth employment effort (\$100,000+), supervised the collaborative youth employment restitution program with the Richmond Juvenile Court (Project Payback), facilitated collaborative youth employment education program with Metro Richmond nonprofit organizations and Richmond Public School System, created standard operating procedure for Youth Employment Strategy program and developed job skills curriculum, developed marketing materials and public relations strategy for restitution program and youth employment program.

VIRGINIA DEPARTMENT OF JUVENILE JUSTICE

RICHMOND, VA

Job Transitional Specialist

1997 - 1998

Conducted needs assessments of youth in correctional facilities in northern third of the Commonwealth, wrote successful Edward Byrne Memorial grant that enable continuation of the JTS (Job Transition Specialist) project for an additional two years (\$225,000+), wrote successful Title II and Title V grants for additional funding for equipment and technology, reviewed crime statistics and criminal offender data to create criminal justice analysis for good model program development, transitioned juvenile offenders from correctional centers to community centers, facilitated anger management programs, conducted "train the trainer" series for youth employment professionals statewide, trained pre- and post-adjudicated youth in job skills and independent living skills, collaborated with nonprofits statewide to create wraparound services for youth returning to the community.

VIRGINIA DEPARTMENT OF CORRECTIONS

CHESTEFIELD, VA

Certified Correctional Officer

1997

Supervised inmate groups to and from work programs, assessed and evaluated needs of inmate population, implemented behavioral management techniques, interpreted regulations and guidelines for implementation with inmate groups, monitored safety and security for Pocahontas Correctional Unit for Women and Greensville Correctional Center (training).

NATIONAL NETWORK COMMUNICATIONS

PRINCETON, NC

Emergency Dispatch Supervisor

1993 - 1996

Managed emergency calls for multi-county service delivery company. Interviewed callers and assessed needs during emergency call center situations, updated client accounts, maintained accurate logs, provided reports as needed, coordinated emergency staffing during crisis situations.

EDUCATION

Doctor of Education, Curriculum and Instruction, in progress

Certificate in Human Resources, 2009

CALIFORNIA STATE UNIVERSITY, STANISLAUS
Turlock, CA

Master of Science, Occupational and Technical Education, 2002

OLD DOMINION UNIVERSITY

Richmond, VA

(with coursework in Instructional Technology, Training Models and Technical Simulations)

Bachelor of Science, Criminal Justice, 1994

FAYETTEVILLE STATE UNIVERSITY

JUDITH A. LANNING, SPHR

1700 McHenry Ave 65B #234 ♦ Modesto, CA 95350 ♦ 209/918-5053 ♦ lanningayn@hotmail.com

Accreditation Site Visit Team Member Standards Three (primary) and Two (secondary), 2007
Alumna, American Association of Community Colleges Future Leaders Institute, 2007
Alumna, Community College League of California's Asilomar Women's Leadership Institute, 2007
California Community Colleges Academic Senate Plenary Session, 2007
Council for Resource Development, 2008-present
Association for Community College Administrators (ACCA), 2006-present
Association of Fundraising Professionals, Richmond, VA and Modesto, CA, 2001-2005
Center for Human Services "Children First" Event Honorary Chairperson, Modesto, CA, 2006
Central Valley Human Resources Association, Modesto, CA, 2003-2006
Presenter, Great Valley Center Conference, Sacramento, CA, 2004
Modesto Sunrise Rotary, 2008-present
National Society of Fund Raising Executives, 2000
Virginia Association of Fund Raising Executives, 2000
YMCA Community Outreach, Richmond, VA, 1999-2000
Partnership for the Future, Carver Promise, and Metro Teen Youth Summer Institute, Richmond, VA, 1999-2000
Virginia Association of Vocational Needs Personnel, Richmond, VA, 1998-2000
Greater Richmond Association of Volunteer Administrators, Richmond, VA, 1998-2000
Virginia Department of Rehabilitative Services/ODU Youth Employment Transition Forum, 1998-2000
Great PALs, Richmond, VA, 1998-2000
YMCA Metro Teen Program, Richmond, VA, 1998-2000
Hookups Inc. Reorganization Manager, Richmond, VA, 1998-2000
Association of Volunteer Administrators, Richmond, VA, 1997-2000
Bright Beginnings Downtown YMCA, Richmond, VA, 1999
Richmond Juvenile Court "Oliver Hill Day" Organizational Committee Co-Chair, Richmond, VA, 1999
Richmond Juvenile Court "Oliver Hill Day" Organizational Subcommittee Chair, 1998-99

MISCELLANEOUS

Co-founder of the Mayor's Committee on Youth Services (Stanislaus County After School Coalition) as highlighted in the City of Modesto's 2005 State of the City Address.Featured guest on KVIE Public Television's "New Valley Common Ground" programs in 2004, 2005, and 2006. . . .Recurring community columnist for Modesto Bee newspaper. . . .Periodic guest lecturer for multiple courses at Modesto Junior College. . . .Participated in development and presentation of 2004 event at University of the Pacific honoring more than 150 World War II veterans who attended school on the G.I. Bill. . . .Presenter of numerous grant writing and resource development workshops in California's Central Valley.

Modesto Junior College Foundation Board of Directors Profile

Name: James Lester Johnson
First Middle Last

Address:
 Residence 1124 Oberlin Cir. Phone: 209 526-3208
Modesto CA 95350
City State Zip Code

Office Gallo Center for Performing Arts Phone: 209 338-5063
1000 I St Fax: 209 338 5006
Modesto CA 95354 E-Mail: _____
City State Zip Code

Position Title: Arts Education Coordinator
 Secretary's Name: Catherine Serna

Date of Birth: 11-16-46 Place of Birth: Berkeley, CA
Day/Month

Education:

Did you attend MJC? Yes, year _____ No

Other institution of higher education:
Calif. State U. East Bay 1966-69 B.A. M.A. Communication
U. of Institution Southern California 1980-82 Degree Major Ph.D. Communication

Honors and Awards: MJC Purby Award Stanislaus County Arts Lifetime Achievement Award
MJC President's Champion ADA Award Stanislaus County Mayor's Award for Employment of Persons with Disabilities

Hobbies and Cultural Interests: Travel History, Reading, Theatre, Jazz, Movies
Art

What are your strongest areas of interest? Please check.

- Fundraising
- Investment
- Legal Affairs
- Marketing
- Event Planning
- In-person or Phone Solicitation
- Other _____

Resolution

Acknowledging The Life and Legacy of Bette Belle Smith

Whereas Bette Belle Smith was born January 17, 1921, and passed away November 29, 2009;

Whereas Bette Belle Smith was a former member and Past President of the Modesto Junior College Foundation Board of Directors;

Whereas Bette Belle Smith was an endless display of life, fun, dance, and volunteerism;

Whereas Bette Belle Smith loved Modesto, Modesto Junior College, and the MJC Foundation;

Whereas Bette Belle Smith graduated from Modesto Junior College in 1939, 70 years ago;

Whereas Bette Belle Smith, in honor of her lifelong commitment to MJC and the Foundation, was awarded the MJC Distinguished Alumni Award in 1997;

Whereas Bette Belle Smith showed her commitment to the Foundation by volunteering at the Foundation's Summer Sonata each year;

Whereas Bette Belle Smith gave of her personal financial resources to the mission of the Modesto Junior College Foundation;

Therefore Be It Resolved

That we give tribute to one of our very own, a life well-lived, Bette Belle Smith, ***and***

That we strive to follow the example of service to others through volunteerism that Bette Belle Smith modeled for us, ***and further***

That the Modesto Junior College Foundation Board of Directors expresses deepest sympathy to the Smith family and to Bette Belle Smith's countless friends, recognizing a life of commitment to educational excellence through Modesto Junior College and the Modesto Junior College Foundation.

Modesto Junior College Foundation Board of Directors

Gary Watts, President Date

Eileen Faria, Secretary/Treasurer Date

Spending Policy Committee
Meeting Notes
December 16, 2009
Morris Building, Conference Room B

Present: Mike Riley (Chair), Matt Bryant, Rocki Cohen, Michael Pimentel, Babette Wagner, Gary Whitfield, Gene Hill, Ron Ramont, Gigi Sherriffe, Amy Bethel

Mike Riley opened the meeting by welcoming everyone to the first meeting of the newly formed Spending Policy Committee. He thanked everyone for their attendance and willingness to serve. The committee was formed as a result of audit discussions at the December 8, 2009 Regular Meeting of the MJC Foundation Board of Directors. The meeting began with an overview of currently held endowments.

Amy Bethel distributed a list of the Foundation's endowments containing the names, purpose, corpus, date established and comment regarding whether or not the donor had designated stipulations to the Foundation Management Fee. Amy further reviewed the process and timelines for determining available amounts for awarding scholarships or program support.

Currently the Foundation uses account totals as of December 31 of the current year. Once quarterly allocations are posted, reports are generated and the formulas for computing award totals, management fees and retained earning are applied to the totals. Scholarship totals are forwarded to the Scholarship Office for awarding. The use of the December 31 date is used to accommodate the timeline of the Scholarship Office as they work to complete the award process by the end of the Spring Semester.

Gary Whitfield presented a worksheet with current endowment totals as of October 31, 2009. The committee was pleased to see a marked improvement from where we were at June 30, 2009.

Discussion followed regarding the potential for exposure to losses if the market should take a downturn in the period between December 31 and when funds are released to scholarship recipients in the following Fall semester. Further discussion centered on the Foundation's Investment Policy and the acceptable ranges of investment per fund or category (see Investment Policy). Concern was expressed that while the current allocation is fairly well balanced for normal markets, there is need to improve upon our policies for protecting our assets so that our funds feel less of a negative impact in a down market.

Two options were explored for interest. Option one would allow donors to choose to set aside 10% of their original donation as a cushion against market losses. Ninety percent of the donation would be posted to the corpus.

Another option would be to allow donors to choose whether their donations would be invested in strictly fixed assets or in a mix.

A third suggestion made by Gary Whitfield was to include language in the Investment Policy to identify "triggers" in the market or our balances that would indicate the need for adjusting the allocation. The policy could be revised to reflect the specific action to be taken. There would be a need to closely

monitor the accounts and use “real time” data perhaps from the market itself as the recency of MJC data might not be timely enough to make effective corrections.

As the meeting ended, Mike took a poll around the table to get an idea of the committee members preference.

Babette: When a gift is given, it belongs to the charity. Donor needs to trust that the agency will use good fund managers. Donor should not have say in how donation is invested.

Michael Pimentel: Agrees with Babette. Current policy is sound. Use it along with the Finance Committee input to make decisions. Not in favor of giving the donor a choice of how to invest gift. Likes the idea of reserves. On a good note, a lot of the losses have already been recouped.

Rocki: Donor should not have say in how donation is invested. Market goes up and down. We have to roll with it.

Gigi: Ditto to each of the above. Reserves of 10%. What is given belongs to the Foundation.

Gene: In talking with donors, they want their money used for student scholarships. They do not understand how it works. Issues will recur. Bette Belle talked to donors for us. We need reserve. Dr. Beck gave \$100K. Two or three years ago, a lot was generated. He still feels ownership.

Gary: 90% Corpus/10% reserve is not an agreeable option. Need to find an agreeable option.

Amy: Like Gary’s idea of triggers that will allow us to adjust to conditions. Need to adjust the policy to accommodate major market downturns. Need to find a long-term solution, but also need to address the current situation.

Matt: Investment plan and current allocation is good. Do not want to be too conservative. Loose opportunities if you are.

Ron: Likes the idea of trigger point on temporarily restricted. Would need numbers over the past 12 quarters to test data. Need valuation of numbers with scholarships given out to try to create a smoother awarding process. Amounts available would be more consistent. Donor should not have say in how gift is donated.

Mike: The common message from the discussions was protecting the balances in the endowments from getting into a deficit position. Whether it is establishing a reserve for protection and not granting scholarships when the reserve is dipped into, or responding to a trigger point that sets aside funds to be put into fixed income investments, everyone agreed that it is critical that we come up with a well thought out strategy in the near future. We will report our discussions and alternative directions to the board and ask for their input at the next meeting.

A question was raised regarding the charge of the committee. Is the charge of the committee to determine how to cut expenses? There was some discussion whether it was the charge of the Spending Committee or the Finance Committee. It was noted that the Executive Director should be the one to initially look at the office budget and come back to the Board with ways to cut and ideas for raising additional monies.