

Jack House Committee

MINUTES

San Luis Obispo Parks and Recreation Administration Office

Wednesday, June 9, 2010 5:30 PM

CALL TO ORDER: Chair Ron Batterson called the meeting to order at 5:30 PM.

ROLL CALL: Chair Ron Batterson, Vice Chair Patrick Mayeda, Gerry Johnson, Bob Gordon and Betty Stockton

ABSENT: Kathi Settle and Kylie Hatch

STAFF: Christine Wallace

GUESTS: Pam Hurd, Barry VanderKelen, Barbara Bell, Suzanne Watkins and Katchy Andrews

PUBLIC COMMENT PERIOD:

There were no public comments.

CONSIDERATION OF MINUTES AND FINANCIAL REPORT:

The minutes of May 2010 were approved.

The June 2010 Financial Report was approved.

REGULAR ITEMS

ITEM #1: Foundation Possibilities – Batterson/VanderKelen

- Batterson presented the options for foundation possibilities:
 - Create a new foundation
 - Use an existing community foundation
- Barry VanderKelen of San Luis Obispo Community Foundation presented
 - VanderKelen provided an overview of what the Community Foundation can provide to support the Jack House Committee in foundation decision making.
 - Presented things that will be encountered in the process that the committee should be aware of.
- The San Luis Obispo Community Foundation is a 501c3 organization that was formed to support non-profits in funding and staffing by focusing people to the issues in their own backyard. Community Foundation works as a resource to outsource the financial and administrative burden of the non-profit organization. In 2009, Community Foundation's assets totaled \$29 million.
- Community Foundation has four types of funds:
 - Leadership Fund- Funds the operations of special programs focused on community requested activities
 - Community Needs Fund-An endowment fund that supports ongoing grants in the community

- Field of Interest Fund and Scholarships- A collection of funds that provide grant money for specific causes and serves specific populations
- Donor Advised Fund- A designated fund for a specific purpose.
- VanderKelen presented three options for an organization to use the Community Foundation:
 - Community Foundation can act as a bridge
 - Organization becomes incorporated by the State of California (about \$800-900)
 - Community Foundation acts as interim 501c3 while organization is becoming certified by IRS (approximately \$2500)
 - Donor Advised Fund can be utilized as described above by an unincorporated organization
 - A committee or board would need to be formed to serve as the advisors to the fund spending.
 - Community Foundation manages the finances
 - Incorporated organization
 - Board fundraises
 - Money can be kept in Community Foundation Fund and managed by Community Foundation
- Two types of funds are available:
 - Temporary fund can be opened with \$10,000 and withdrawals can be made.
 - Endowment is a permanent fund opened with \$25,000 and only the interest may be used for spending.
- Community Foundation fees
 - No fee to establish a fund
 - Temporary fund costs 2-10%, amount depends on how much work is required of Community Foundation
 - Endowment fund costs
 - 7/10 of 1% for consultant fee
 - The management fee starts at 1.5% for the \$25,000 minimum balance.
- Batterson held a recap conversation on the presentation for the committee to digest the information over the past few months
 - Gordon- Striking out on our own would not be smart. Asked what the advantages would be of using Community Foundation versus going to a financial directly? Financial advisors establish endowments too.
 - Watkins- Stated she and Andrews were only involved for encouragement to form a non-profit organization.
 - Batterson- The Committee should not be the ones to set-up the non-profit. Each organization should have separate boards
 - Gordon- Jack House Committee should act as an advisory body to the non-profit. To establish an endowment, a charter must be in place.
 - Stockton- has the original charter, list of participants that she will collect and share with the Committee.
 - Gordon- Suggested forming a steering committee of 2-3 people to establish the Board, work with the City and provide the due-diligence research on what needs to be done to form this non-profit. The Committee needs to give their blessing for this to occur.

- ❖ Batterson made a motion to recommend a steering committee be formed of Bob Gordon, Kathi Settle, Suzanne Watkins and Katchy Andrews for the purpose of researching the formation for The Friends of the Jack House Association. Motion was passed unanimously.
 - The steering committee will provide the first report at the August meeting.

ITEM #2: Promotions - Wallace

- Interested in switching publication promotions from Open Door Directories to Central Coast Bride magazine.
 - Central Coast Bride is a publication specific to the SLO County as the Open Door Directory is not.
 - Promotion to increase the traffic on the property and the awareness of the Jack House.
 - Publication $\frac{1}{4}$ page ad \$725
 - Web listing \$325
 - Published in the fall
 - Split cost with Parks and Recreation Facilities (\$750 JH, \$300 Facilities)
 - Parks and Recreation Communications and Marketing Specialist will be using a summer intern to focus on Jack House promotions to create educational packets for schools and media marketing package.
- ❖ Batterson made a motion to approve \$750 to place $\frac{1}{4}$ page magazine ad and web listing with Central Coast Bride. Motion was passed unanimously.

Reports and Updates

Monthly Activities – Staff/Public Works

Christine Wallace reported on the following:

- Park Tour will be on June 23 starting at 1pm at Laguna Lake Golf Course.
- Invitations have been sent out for Betsy's retirement party on June 30 at the Jack House. RSVP by June 25.

Docent Activities

Hurd reported on the following items:

- A school group toured the Jack House since Mother's Day
- Facility rover opening house late on Sundays.

Member Comments

- Johnson- Docent minute correction- Monday Club Sunday, May 1, 2011.
- Gordon- Garden Club Event Jack House booked on preferred day, Saturday June 4, 2011. Possibly could change the event date to Sunday but hoping to do Jack House fundraiser on Sunday with floral arrangements on the grounds and in Jack House.
- Stockton- Questioned wall stains that were mentioned in the proposal by Watkins and Andrews.
 - Wallace- the cause of the leak was a separation of the roof flashing and wall during the foundation repair construction. Building Maintenance has since fixed the problem.
- Batterson- Noticed the cripple wall has also been painted recently. Building Maintenance performed the work without the request of the Jack House Committee.

Communications

- No communications at this time.

Meeting adjourned at 7:13 p.m. Next meeting is August 11, 2010 at 5:30 pm at the San Luis Obispo Parks and Recreation Administration Office.