

COLLEGE OF THE REDWOODS
FOUNDATION BOARD MEETING

February 21, 2018 2:00 pm – 3:30 pm
Eureka Main Campus (Boardroom)
7351 Tompkins Hill Rd., Eureka, CA 95501

COMMENTS/BOARD BUSINESS

1.1 Call to Order and Roll Call – 2:05 pm – Martha Traphagen

Present: Martha Traphagen, Jim Davis, Keith Snow-Flamer, Bruce Emad, Danny Kelley, Bob Brown, Jim Maher, Bill McAuley, Monica Sperling, Julia Morrison, Marty Coelho

Absent: John Corbett

1.2 Approve 11/15/17 minutes – Martha Traphagen

Unanimously approved.

1.3 Call for Public Comment – Martha Traphagen

No public comment.

1.4 Scholarship Update – Marty Coelho

Meggan Smith has left her position as our scholarship coordinator to be a new mom and we want to thank her for all of her efforts. Monique Desir has accepted the position as our new scholarship coordinator.

1.5 Marketing Update – Marty Coelho

CR's last five student success story commercials have been viewed over 7,000 times on CR's Facebook page. Our friendly competition with Humboldt State, over who has the tallest tree, lead to an article in the Time-Standard that was picked-up by multiple media outlets in California. We are working with our Athletic Department to update our Athletic logo and will then license at a retail level in Humboldt and Del Norte counties. Efforts continue in marketing Career Education with the updating of their program materials and website, and the building out of our entrepreneurship community. Marketing efforts for Community Education's automotive body repair and truck driving programs have been quite successful, with 21 people attending the first information meeting of our newly expanded truck driving program (we have included an option to begin learning how to operate a logging truck.)

1.6 Fundraising Update – Marty Coelho

The Foundation closed end of year with gathering information for the audit and sending out of tax letters for cash and gift-in-kind contributions. We conducted our first email fundraising ask utilizing

the new alumni database: 8,840 emails were sent, 1,675 were bad email addresses, there were 628 opens and 6,501 not opened for a 9% response rate, there were only 45 unsubscribes. So there appears to be a strong affinity with a 9% response rate, which matches other groups with a strong interest base, but no contributions were made to CR. At this point we are trying to determine the quality of the database and create benchmarks for future asks. We have also launched our first test of fundraising on Facebook, with our “Redwoods Strong” campaign profiling various CR scholarship recipients. Traffic has increased to our “Support Redwoods” homepage, but no contributions as of yet from this 3 week campaign. We are in the process of hiring a new Foundation Coordinator to provide support, 14 applications were received. Everyone is encouraged to attend CR’s Homelessness Community Summit hosted by CR’s Foundation and HSU on April 25th in the theater, invites will be sent out and to attend our Dash of Color fundraising event on April 8th at the Community Stadium at 10 am.

ACTION/DISCUSSION ITEMS

2.1 Finance Committee Update – Bruce Emad

Acceptance of \$25,000 estate gift for nursing scholarships. Unanimously approved. Bruce Emad discussed the Finance Committee meeting on February 19th and the review of this quarter’s financial statements. Discussion was held on the previous statement’s writing off of bad debt and the subsequent adjustments for the accounting of this bad debt in the current Foundation’s financials. Quarterly financial statements were unanimously approved.

2.2 Audit Committee Update – Bill McAuley

Bill McAuley discussed the Audit Committee’s meeting with the auditor on February 6th.

A brief discussion was held with regard to discussions held in the summer of 2017 regarding the presentation of Foundation activity in the audited financial statements. The recommendations for enhanced presentation for the Foundation were not implemented due to staffing changes and departure of staff. It was agreed at that time that the Foundation did not need a separate audit, due to the limited number of interested financial statement users.

Discussion was held regarding the enhanced quarterly financial reporting being furnished to the Foundation Board and it was affirmed that the goal is to add balance sheet reporting to the income and expense reporting currently being furnished.

The discussion of the audited financial statements centered on adjustments made in the year-end close for a large write down (\$600k) of accounts receivable from students. Subsequently, it was determined that certain payments being made by students were being credited against the student accounts being maintained by the District. Those payments were not being credited against the Foundation receivables. As a result, the actual adjustment should have been approximately \$40,000. A journal entry was made to adjust the write-off. Because the District had closed its books the adjustment was made to Transfers to the District, which also shows up as an expense in the statement of revenues, expenses, and changes in financial position. As a result, the

impact to the Foundation's bottom line is the same.

It was indicated that the District will record some recovery during the year ended June 30, 2018, for a portion of the amount shown as a Transfer for the year ended 6/30/2017. It is not likely that the Foundation will be made whole however. The process will be different for the year ended June 30, 2018 and this issue is not expected to recur.

No findings arose from the audit that would pertain to the Foundation, or would impact controls or compliance issues for the Foundation.

2.3 Nominations Committee Update – Bruce Emad

The Nominations Committee recommended a leadership slate of Jim Maher as president and Monica Sperling as vice president. Unanimously approved.

2.4 Form Ad Hoc Committee to develop an annual fundraising plan – Martha Traphagen

It was recommended that Jim Maher, Monica Sperling, Bruce Emad, and Danny Kelly serve on this committee.

2.5 In recognition – Marty Coelho & Bruce Emad

Jim and Shirley Davis were recognized for their 30 years of service to the District and a scholarship fund was created in their name.

FUTURE AGENDA ITEMS & AJOURNMENT

Meeting completed at 3:15 pm.