

Columbia Community Foundation
Executive Council **1-11-2012** Meeting Minutes

Meeting called to order by President Ron Krisko at 6:40 PM.

Members Present: Wayne Brassell, John Brocklehurst, Jack Callaghan, Don Hagen, Deborah Hitchcock, Ron Krisko, Patty Rolko, Rita Ross.

Members Absent: Dennis Ross.

1. Review and approve meeting minutes.
 - a. Reviewed minutes from 11/9/11.
 - i. No corrections or changes were suggested.
 - ii. Motion by Wayne Brassell to approve the 11/9/11 minutes.
Seconded by John Brocklehurst.
Vote: 6 For, 0 Against, 2 Abstain.
Motion passed.
 - b. Reviewed minutes from 12/14/11 meeting minutes.
 - i. These minutes were not available to review.
 - c. Reviewed minutes from 12/20/11 electronic vote.
 - i. No corrections or changes were suggested.
 - ii. Motion by Wayne Brassell to approve the 12/20/11 electronic vote minutes.
Seconded by Patty Rolko.
Vote: 6 For, 0 Against, 2 Abstain.
Motion passed.
 - d. Reviewed minutes from 12/31/11 electronic vote.
 - i. No corrections or changes were suggested.
 - ii. Motion by Wayne Brassell to approve the 12/31/11 electronic vote minutes.
Seconded by Don Hagen.
Vote: 6 For, 0 Against, 2 Abstain.
Motion passed.
2. President's Report.
 - a. Update on 01/25/12 Ohio Attorney General's Office joint training session at 6:30 PM with Columbia Chamber of Commerce.
 - i. The training may be held at either Seaway Bolt or the Columbia Township Hall.
 - The chamber wants more time in order to contact non-profits.
 - They would like to change the date to the end of February or the beginning of March.
 - Ron will contact the Attorney General's office to change the date.
 - The officers of both organizations will be informed of the new date and time.
3. Secretary's Report.
 - Update on 2011 CCF holiday cards sent to donors.
 - i. A total of 86 holiday cards were sent out.
 - 2011 Fall Gala sponsors over \$125.00 were sent a card.
 - Hired support personnel (attorney, financial advisor, and insurance agent) received cards.
 - Donors to the community corner didn't received cards because we had not received address and donation information from them.
 - Distribute and collect updated contact information sheets and CCF Conflict of Interest Disclosure Forms from all board members.
 - i. Completed paperwork was collected from all members who were present.
 - c. Two thank you notes were received and passed around for members to review.
 - i. A thank you note was received from Second Harvest Food Bank.
 - ii. A thank you note was received from the Columbia Historical Society.
4. Treasurer's Report.

- a. John Brocklehurst presented a report to members.
 - i. Current balance in the Fifth Third checking account is \$19,832.88.
 - ii. Current balance in the Janney Montgomery Scott investment account is \$30,806.85.
- b. Deposits since the last meeting total \$110.00 and include:
 - i. \$110.00 for auction item payment.
- c. Payments since the last meeting total \$6,332.96 and include:
 - i. \$182.97 to Ron Krisko for reimbursement for Holiday Banners and ribbon.
 - ii. \$100.00 to St Jude's Children's Research Hospital for donation in memory of George Cross.
 - iii. \$500.00 to Columbia Food Center for donation.
 - iv. \$500.00 to Second Harvest of North Central Ohio for donation.
 - v. \$49.99 to Staples for QuickBooks Pro 2012
 - vi. \$5,000.00 to Janney Montgomery Scott for transfer into the investment account.
- d. 2 pending bills totaling \$153.99 include:
 - i. \$97.99 to Ron Krisko for reimbursement for postage for holiday cards and donation receipts.
 - ii. \$56.00 to Columbia Post Office for annual post office box rental.
- e. Motion by John Brocklehurst to pay the pending bills.
 Seconded by Jack Callaghan.
 Vote: 7 For, 0 Against, 1 Abstain.
Motion passed.
- f. Update on year to date commitments.
 - i. This information was not included on the report.
 - ii. Members suggested including "contributions to date as of 12/1" of each year on the monthly Treasurer's Report.
- g. Update on future commitments.
 - i. Future commitments total \$10,300.00.
 - \$2,800.00 reserved for LED signs.
 - \$1,500.00 reserved for 2012 CCOC Scholarship.
 - \$2,000.00 reserved for 2012 LMM Scholarship.
 - \$4,000.00 reserved for 2012 CCF Scholarship.
- h. Update on ongoing IRS audit text
 - i. John reported PDF and transmittal form has been sent to the IRS auditor.
 - i. The auditor stated that the next step will be to submit the results to his supervisor.
 - The target date for the completion of the audit is the end of January.
 - It is anticipated that a findings letter will be sent to the foundation.
 - If it is determined that the foundation owes money, the total would be \$280.00 plus interest (if any).
 - The foundation will have five years to apply to receive a refund of any money that is owed.
- i. Update on 2011 Community Corner Project in-kind donation forms received to date and donation receipts sent.
 - i. Several forms have been received.
 - Members discussed that the lighting, lettering, flagpole, and ornamental trees are the most susceptible to vandalism and the most expensive to replace.
 - ii. About five or six forms have not been completed and submitted to the foundation.
 - Letters and forms were sent out with a deadline by which to return them to the foundation.
 - Wayne, John, and Patty will contact the donors whose forms have not yet been received.
 - iii. Discussion regarding how to track the donations if no form is received.
 - Without the form, the foundation can't acknowledge the donation.
 - The CPA will need to be contacted to answer the following questions:
 - Should in-kind donations without paperwork be claimed?
 - How late can we issue a donation receipt for donations received during 2011?
 - Patty will ask the CPA these questions and report the information back to the officers.
- j. Discussion regarding the Treasurer's duties.
 - i. John proposed that he continue to be the Treasurer of the foundation, but has requested assistance with the computer and data entry.

- Patty Rolko has been assisting with this task for the past couple of months and has assisted the foundation with this task in the past.
- ii. Members discussed adding an Assistant Treasurer position to the foundation.
 - Members discussed if this would be an officer position.
 - The bylaws allow for new officer positions to be created.
 - Members discussed if the person assuming this role should be added as a signatory on the foundation's bank account.
- iii. Members discussed how the treasury roles would be split between the positions of Treasurer and Assistant Treasurer.
 - The duties of the Treasurer will include the following tasks:
 - Pay the foundation's bills.
 - Make deposits into the foundation's bank account.
 - Create and mail donation letters.
 - Provide information to the Assistant Treasurer for entry into the foundation's computer and Quickbooks.
 - Create the Treasurer's Report to be submitted at each foundation meeting.
 - The duties of the Assistant Treasurer will include the following:
 - Enter the foundation's financial information into the foundation's computer and Quickbooks.
 - Having two members working on the foundation's treasury tasks will result in a check and balance system to be created.
- iv. Motion by Don Hagen to create an Assistant Treasurer Officer position.
Second Debi Hitchcock.
 - Discussion was held regarding the amount of treasury duties and the peak times when the volume of duties increases significantly.
 Vote: 5 For, 0 Against, 3 Abstain.
Motion passed.
- v. Motion by Wayne to nominate Patty Rolko as the Assistant Treasurer.
Seconded by John Brocklehurst.
Vote: 5 For, 0 Against, 3 Abstain.
Motion passed.
- k. John Brocklehurst informed members that a donation from Southwest General has been received.

Meeting continued in Executive session.

Meeting Resumed.

1. Update on 2011 Fall Gala donation receipts sent.
 - i. The donation receipts have been mailed out.
5. Director of Media Relations' Report.
 - a. Update on schedule of public service announcement articles submitted or to be submitted to local publications since 12/14/11.
 - i. An article on the Blockhouse donation has been published in the Rural Urban Record.
 - ii. An article about the Community Corner was submitted to the Rural Urban Record today.
 - Members reviewed the Community Corner article and suggested changes.
 - Members discussed ensuring that the foundation respects the request when donors wish to remain anonymous.
 - Jack assured members that the article has not been published and that additional edits can be made without any problems.
 - b. Update on what public relations articles still have to be submitted to the media.
 - i. An article to announce the CCF and LMM Scholarships that are available needs to be published.
 - This article needs to be submitted ASAP so that the Chamber can then submit an announcement for the CCOC Scholarship.

- This article should be published multiple times in the various media sources prior to the application deadline of April 1, 2012 in order to ensure that as many qualified students as possible have the opportunity to apply.
6. Scholarship Committee Report.
 - a. Discussion on 2012 CCF Scholarship, LMM Scholarship, and CCOC Scholarship applications updates.
 - i. Five line items that have never been used have been removed from the application.
 - ii. Wording in the instructions will state that only one copy of the transcript and acceptance letter is needed if applying for multiple scholarships.
 - b. Review and choose vendor from RFQ responses received for printing foundation brochures and scholarship posters.
 - i. We have received one quote.
 - ii. An e-vote will need to be taken once the other quote is received.
 - c. Update on printing of foundation brochures and scholarship posters.
 - i. About half as many as last year will be ordered and mailed since only one representative from each school needs to receive the brochures.
 - d. Update on 2012 scholarship announcement mailings to local schools and libraries.
 - i. Ron stated that he hopes to get the materials mailed by Monday.
 - The estimated mailing time is dependent upon choosing a publisher and the amount of time it takes to have the materials published.
 - ii. Ron requested assistance with stuffing and mailing the envelopes.
 - Rita Ross volunteered to assist with this task.
 - e. Update on 2012 scholarship announcement to local media outlets.
 - i. Jack reported that this article will go out next week and be published by February.
 7. Fundraising and Marketing Committee Report.
 - a. 2012 Fall Gala Subcommittee report.
 - i. No updates were presented.
 - b. Community Corner Project Phase 2 Subcommittee report.
 - i. Wayne reported that he has maps of the corner.
 - Members discussed where the property line is.
 - c. Update on plans, donations of services, equipment, or monies.
 - i. The current owners of the neighboring property have been contacted.
 - Several options of what to do with the property were discussed.
 - ii. Members decided to either put Phase 2 on hold or change what Phase 2 might be.
 8. Website Subcommittee report.
 - i. Update on foundation website and statistics.
 - The web site received 1229 hits last month.
 - In 2011, there were 15, 878 hits from 3.114 unique visitors.
 - The top hits over the past few months are:
 - First: Food Banks Information.
 - Second: Scholarship Information.
 - Third: Annual Report.
 - ii. Update on foundation Facebook site and statistics.
 - 61 Facebook users have “liked” and are following the foundations Facebook page.
 - The users represent a large variety of demographics.
 - iii. Discuss foundation website design and data.
 - Members discussed the possibility of considering redesigning the website.
 - One suggestion was to make it more user friendly.
 - Another suggestion was to include a lot of pictures.
 - A comment was made that the website is not updated regularly.

- Ron reported that the website is updated on a monthly basis and is current with all information other than photos from various events, grant recipients, and scholarship recipients.
- Many photos are uploaded and available to view on the foundation's Facebook site, which was created and is maintained on a monthly volunteer basis by Ron.
- Getting all foundation photos on the website takes a significant amount of volunteer time, which Ron has not had available due to his other foundation duties and responsibilities.
- A suggestion was made to pay someone to manage the website.
- Members informed the board that it costs at least \$3,000.00 to hire someone to rebuild a website.
 - Members suggested that quotes and samples be requested to consider outsourcing the website.
 - Members suggested that, if someone is going to be paid, a board member who has expertise in this area should be considered as an eligible candidate from whom to receive a quote.
- Members discussed if the cost would be worth the benefits.
 - Members discussed that events and promotions bring in traffic, not necessarily the look of the website.
 - Would a more compelling web site bring more donations?
 - Members discussed if a PayPal account can be created in order to be able to receive donations online.
 - Ron stated that this donation processing service is available through Guidestar.
 - Ron will write down what needs to be done to maintain the foundation's web site.

9. Discuss new possible fundraising ideas.

- i. The foundation has received solicitations from an Avon representative offering fund raising opportunities.
 - Members agreed that the foundation is not interested in this type of fundraiser.

10. Strategic Planning Committee Report.

- a. Update on the creation of the foundation's Strategic Plan.
 - i. It was suggested that revamping the website can be included as part of the strategic planning.
 - ii. A suggestion was made to set aside time at every meeting to discuss long and short term goals.
 - Those goals can be used to form committees.
 - Members were reminded to consider that committee members don't have to be board members, they can be donors or other interested non-board members.
 - Members discussed that strategic planning can't be completed in a short conversation.
 - Several meetings over several months would need to be dedicated for the sole purpose of strategic planning.
 - A suggestion was made to add two meetings a year to dedicate to strategic planning.
 - iii. Board members were encouraged think of goals of the foundation.
 - Members should consider what the goals for the next 5-10 years might be for the foundation.
 - All members should submit their suggestions to the entire board or to a selected point person.
 - Members will review the suggestions and brain storm on how to achieve the selected goals.

11. Old Business.

- a. Review and discuss updated CCF New Board Member Candidate Selection Policy.
 - A few wording changes were suggested.
 - Motion by Debi Hitchcock to accept the updated CCF New Board Member Candidate Selection Policy with corrections
Seconded by Rita Ross.
Vote: 6 For, 0 Against, 2 Abstain
Motion passed.
- b. Review and discuss any possible new board member candidates for consideration.
 - No additional biographies have been submitted.
 - Discussion regarding the make up of board members.
 - The board should be made up of a cross section of the community.

- Members discussed that the board currently doesn't have a representative from the township or the school.
- A suggestion was made that consideration be made that board members should be selected by considering what they can contribute to the board, not what they represent.
- Discussion regarding how many board members there should be.
 - Motion by Jack Callaghan to increase the board to 11 members.
Seconded by Don Hagen.
Vote: 5 For, 1 Against, 2 Abstain
Motion passed.
- Members discussed if the board should consider bringing in the candidate whose biography has been submitted.
 - Members agreed to increase the pool of candidates before selecting potential new members to interview.

12. New Business.

- a. Review and discuss update to CCF Code of Regulations concerning terms for board members and officer elections.
 - i. Jack Callaghan's proposed change to the Code of Regulations was discussed.
 - Members agreed that there is a need for occasional transition in leadership.
 - Several changes and omissions were suggested.
 - Further discussion regarding term limits will be needed.
 - Ron agreed to look into this further by locating other non-profit organizational wording concerning terms and elections.

Motion by Jack Callaghan to adjourn.

Seconded by Rita Ross.

Vote: 8 For, 0 Against, 1 Abstain.

Meeting adjourned at 9:35 PM.

The next board meeting is scheduled for Wednesday February 8, 2012 at 6:30 PM at Columbia Town Hall.

Minutes approved 2/8/12.