

LOCATION: LOS ANGELES CITY COLLEGE FOUNDATION
Student Union Building – 3rd Floor Conference Room
855 N. Vermont Avenue
Los Angeles, CA 90029

TIME: 11:00 A.M.

MINUTES

Attendance:

Members Present: Marvin Hoffman (Chair); Bob Winters (Treasurer); Edward Dilkes (Vice Chair, via conference call); Mary Gallagher (LACC Interim President); Dan Walden (VP, LACC Academic Affairs) and Robert Schwartz (Executive Director)

Members Absent: Jeff Zarrinam

I. CALL TO ORDER

M. HOFFMAN

- a. The Meeting was called to order at 11:00 A.M.
- b. Motion to accept minutes from February 27, 2018
 - i. Bob Winters moved to accept the minutes as published
 - ii. Ed Dilkes seconded
 - iii. **Motion Passed MSP**

II. EXECUTIVE DIRECTOR'S REPORT

R. SCHWARTZ

- a. Robert Schwartz talked about how the Foundation will help the College with the different needs they're currently facing
 - i. Music Department
 1. Robert Schwartz mentioned that the Foundation made enough money from the Alpert's gift to pay for 20 pianos for the Music department. This will be done in two segments of 10 pianos at a time.
 - ii. LACC Marketing Campaign
 1. Robert also mentioned the idea of a major marketing campaign for the college that hopefully will boost enrollment. The Foundation will financially help the college with part of this marketing campaign.
 - iii. Donor Wall
 1. Robert informed the Committee that after six years for talking about it we are finally doing a Donor recognition wall. Robert mentioned that he's waiting for a second bid. The Donor Wall will be on the third floor of the Student Union Building
 - iv. Sculpture
 1. Robert reported that the Foundation is getting another sculpture. The sculpture will be approved by the Board of Trustees at their next Board meeting.
 - v. Grants
 1. Robert reported on the grant writing which basically is not working out. Robert and President Gallagher will meet with a potential grant writer.
- b. SWAPMEET
 - i. The Swap Meet revenue was up \$11,965.52 from last year
 1. The Swap Meet commission for February 2018 was \$56,560.62 for both Saturday and Sunday
 2. Year-to-date total is \$112,725.31
- c. CORPORATE & FOUNDATION OUTREACH
 - i. Martha Pelayo submitted her Corporate & Foundation Relations Activity Report for the month of March 2018
 1. She mentioned that Robert Schwartz is to follow-up with Rona Sebastian of the Herb Alpert Foundation to discuss Herb Alpert possibly writing a letter to David Geffen, asking him to join him in supporting LACC. Dallas Dishman advised that in absence of a personal call, a letter may help.

2. Martha also reported that on March 16th she had an exploratory conversation with Vice President and Head of Latin Affairs for the Coca-Cola company; Peter Villegas, about a presence at LACC. She discussed that LACC and LACCF has a history with Coke, which she and Robert would analyze. Mr. Villegas mentioned that he has spoken with Chancellor Rodriguez in the past as well. Partnerships with Coke can be lucrative.

a) Next step is to obtain an example of their how they (Coca-Cola) have worked with other colleges and the possible UBIT issues.

d. ALUMNI

i. Carole Wenger submitted her alumni report for the month of March 2018.

1. Carole has been in communication with Merryl Alpert who has agreed to meet on March 16th along with Alexandra Wiesenfeld

2. John Branca came to campus on March 8th and now Carole is following up with the gift proposal

3. Carole has been in communication with Cliff Winston's wife (Angela Winston). Cliff was an alumni and the Foundation already ordered a banner. Angela is setting up a Cliff Winston Foundation. She knows Stevie Wonder too. She wants to have a reception at LACC when the banner gets hung.

III. COLLEGE ADMINISTRATIVE REPORT

M. GALLAGHER

a. Interim President Gallagher reported on the College budget and enrollment.

i. As she reported last month, she is working to balance their budget. She believes that they can balance it partially due to the fact that they received a distribution of \$1.8 million from the District that covered a substantially amount of the deficit.

ii. She also talked about enrollment which is down by about 10% from two years ago. She mentioned that they are working in two initiatives to bring enrollment up. One is more classes and the other one is an online AA degree.

1. They are also re-branding the college and they have a target of 425 to increase enrollment by the fall 2018 semester

IV. TREASURE'S REPORT

R. WINTERS

a. FEBRUARY 2018 FINANCIALS AND CREDIT CARD STATEMENTS

i. The February 2018 financials and credit card statements were discussed and approved by the Committee

1. Bob Winters moved to accept February 2018 Financials and Credit Card Statements as published

2. Ed Dilkes seconded

3. **Motion Passed MSP**

V. BOARD CHAIR'S REPORT

M. HOFFMAN

a. Ed Dilkes informed the Committee that he spoke with Julie Stromberg and she has agreed to be part of the Executive Committee as the new secretary.

i. Ed Dilkes moved to approved Julie Stromberg as the new LACC Foundation Board Secretary.

ii. Bob Winters seconded

iii. **Motion Passed MSP**

b. Julie Stromberg will be attending the meeting in April to officially accept the position.

VI. ADJOURNMENT AND NEXT MEETING

a. The meeting was adjourned at 12:30 P.M.

b. Next meeting is May 22, 2018 at 11:00 AM

NOTE: MSP=Moved Second Passed

Approved and signed by:
