Los Angeles Mission College Foundation

Thursday, October 13, 2011
Campus Center Room 4
Los Angeles Mission College
9:02 a.m.
Minutes of the Regular Meeting

PRESENT
Jose Oliva – Chair
Alvarez, Albert - Vice Chair / Treasurer
Perez, Monte E. - College President
Don Neal
Rick Pocrass

ABSENT
Le Blanc, Aleea – Secretary
Campos, Daniel - ASO President
Art Gastelum
Vitti, Joe

GUESTS
Rolf Schleicher – Business Office
Maria Ebenhoeh – LAMC Foundation
Administrative Assistant

WELCOME. Los Angeles Mission College Foundation Treasurer and Vice-Chair Albert Alvarez opened the meeting at 9:05 a.m.

GUESTS ADDRESSING THE BOARD.

a. Presentation from Dawn A. Dennis, PhD professor at LA Mission College.
(5 - 10 Minutes) – Professor Dennis did not show up to the meeting.

APPROVAL OF THE MINUTES OF THE REGULAR MEETING OF SEPTEMBER 8, 2011. Upon motion by Rick Pocrasss, seconded by Albert Alvarez, the Foundation approved the minutes of the September 8, 2011 meeting.

DISCUSSION OF STUDENTS WORKING ON THE LAMC FOUNDATION WEBSITE.

- Mr. Rolf Schleicher was thanked for scheduling a meeting with the website designers that are going to create the Foundation’s website.
- Mr. Rolf Schleicher explains how he thinks this will be very important to accomplish what the Foundation and the College want in terms of promotion and fundraising and how the Foundation might be better to sell the Campus to the public.
- It was discussed that the community needs to get more involved since LAMC is a community college and how it would be a good idea to link the website with the social networks.
DISCUSSION OF POSSIBILITY FOR THE FOUNDATION TO HOST THINK TANK.

The Board discusses the importance on having fundraising events, the possibility of hosting meetings where conflicts need to be resolved and about brainstorming ideas to optimize the opportunities that are out there for the Foundation to be able to help in a broader way.

DISCUSSION OF POSSIBILITY FOR THE FOUNDATION TO SPONSOR THE 2012 SYLMAR OLIVE FESTIVAL. Upon motion by Don Neal, seconded by Albert Alvarez, the Foundation decided to create an account exclusively for the Olive Festival Event funds.

a. Presentation from Don Neal, Board of Directors Member (5-10 Minutes). The following subjects where discussed by Mr. Neal and the rest of the Board Members:

- Mr. Neal would like some financial support from the Foundation.
- Possibility for the Foundation to host a table at the Gala Event.
- Trying to have money upfront to create the event.
- Create wine tasting events to raise money.
- The Fasaro Family is cooperating with the festival.
- Open an account exclusively for the Event.
- City will reimburse 50% of the donation to the politicians that donate to the Event and this can be a very good selling point to convince them.
- Rick Pocrass questions Foundation and Alumni commitment to promote and bring people to the fundraising events.
- Meetings will be held in order to organize both Spring Fest and the Olive Fest will be held

COLLEGE PRESIDENT’S REPORT.

Dr. Perez discussed the following items:

- Need to appoint members for the Citizen Oversight Committee on the Bond Construction Program. The first meeting is on November 21, 2011 at 6:00pm. Don Neal is going to try to be the representative of the LAMC Foundation on this Committee.
- Cariso Park Agreement to built sports arenas for LAMC.

FOUNDATION CHAIR REPORT. Mr. Oliva talked about:

- Events to bring partnerships and ideas to benefit the College.
- Naming Rights Agreement. This agreement needs to be reviewed.
- Think Tank events.

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ASO PRESIDENT’S REPORT. Mr. Campos was not able to attend the meeting.

FINANCIAL REPORT. Upon motion by Rick Pocrass, seconded by Don Neal, the Foundation added and approved a bill from the USPS (US Postal Services) for $96.00 to pay for the Foundation’s P.O.Box.

Mr. Alvarez talked about the following accounts:

a. Unrestricted accounts:
   • Balance: $13,000.

b. Temporary Restricted Accounts:
   • Balance: $115,000.

c. Restricted accounts:
   • Millie Dein: Balance: $633,646.82
   • Notary Account: Balance is $21,407.56
   • Valles Endowment Investment Account: Balance: $63,150.22

COMMITTEE REPORTS.

a. Scholarship Committee: Mr. Alvarez talked about:
   • Meeting with Mildred from the Financial Aid office had a meeting and discussed about how scholarships are given up only for fall, so, the committee wants to study the possibility to spread scholarships to the other semesters.
   • Ideas to get students to apply to scholarships.
   • Problem with the Millie Dein scholarship which it is intended only to cover fees and some applicants already have the fees covered.
   • Meeting with ASO president to create a students committee to advertise the scholarships and the application procedure.

b. Strategic Fundraising Committee. Nothing to report.


OLD BUSINESS.

• Farmers Market got shut down due to bad weather and low revenue.
• Successful farmers markets are tied with swap meats but it is very difficult for the College to have them both.
• Farmers Market is very important for PR and for the relationship with the community so a research has to be made for ways to have a good and strong one.

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NEW BUSINESS.

CORRESPONDENCE. None

ADJOURN. With no other business to discuss the meeting adjourned at 10:30 a.m.

Ms. Maria Ebenhoch

This is to certify that these are the full and correct minutes of the Los Angeles Mission College Foundation.

10/13/2011

Date

Mr. Jose Oliva, Chair

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