

**MINUTES OF THE BOARD OF DIRECTORS OF THE
CALIFORNIA STATE UNIVERSITY SAN MARCOS FOUNDATION**
A California Nonprofit Public Benefit Corporation

September 18, 2019

Directors Present:

Luanne Bas, Cathy Baur, Bill Bradbury, Kyle Casement, John Fortune, Tommy Friedrich, Ron Gerevas, Jessica Harloe, Neal Hoss, Tony Jackson, Nathaniel Keifer-Wheals, Carleen Kreider, President Ellen Neufeldt, Tony Pack, Jack Raymond, Toni Ritchey, Jason Simmons, Taylor Sutherland, Steve Wagner and David Wilson

Directors Absent:

Esther Calac, Ed Fuller, Emilie Hersh and Barbara Mannino

Staff Present:

Donna Day, Beth Schroder and Jocelyn Wyndham

Guests Present:

Mariana Rosales, Michelle Tran, Sean Briner, Andrew Reed, Christine Vaughan

Proceedings:

On September 18, 2019, and pursuant to California Corporations Code Section 5211(a)(6) a business meeting of the California State University San Marcos Foundation Board of Directors was called to order at 12:48 pm by MajGen Anthony (Tony) Jackson, Chair of the Board.

I. Call to Order:

- Welcome from the Chair:
 - Chair Jackson welcomed everyone to the meeting, the new academic year and welcomed the new president, Dr. Ellen J. Neufeldt.
 - Ms. Baur shared the structure of the meeting including the goals for the Planning Session to take place directly following the business portion of the meeting.
- Welcome from the President:
 - President Neufeldt thanked the Board for their dedication to the university, shared some brief background and commended all for their dedication to the mission and support of the university's students.
- Chair Jackson asked the question of the quarter:
 - How have you engaged with the university since our last meeting?

Business

II. Meeting Business:

- A. Prospective Director Election: The Board reviewed the bio of Lou Monville. After some discussion, Chair Jackson requested a motion to elect Mr. Monville as a Director of the CSUSM Foundation Board; it was moved by LtCol Pack and seconded by Mr. Raymond and approved by all.
- B. Brief Bios: Ms. Carleen Kreider and Mr. Jason Simmons shared their brief bios with the Board.

- C. **Quarterly Update:** Ms. Baur shared the stats from fiscal year end noting that for the first time the university exceed all three goals by raising a record high of \$10.7 MM of the \$6.5 MM goal, having over 2,000 donors and over 1,000 alumni donors. Ms. Baur also reviewed the current year-to-date quarterly report.
- D. **Thank You Notes:** Directors were asked to sign thank you notes to donors that have given last year but not this year (LYBUNTS).
- E. **Tables for Four:** In an effort to assist in onboarding new Directors Ms. Baur will host breakfast and lunch meetings throughout the year providing an informal way for Directors to engage with each other.

III. Consent Agenda: Chair Jackson requested a motion to approve the consent agenda which included the previous meeting minutes, Committee Reports, Financial Statements, and Investment Performance; it was moved by Mr. Keifer-Wheals and seconded by Dr. Bradbury and approved by all.

Adjournment of the Business Meeting: There being no further business, the business meeting adjourned at 1:25 pm

Planning Session: Ms. Baur began the Planning Session by welcoming the student representatives to address the Board.

IV. Associated Students Inc.: Mariana Rosales, Executive VP and Michelle Tran, VP of Student and University Affairs, provided the Board an overview of Student Goals for 2019/20.

V. CSUSM Giving Day: Sean Briner, Director of Annual Programs, and Christine Vaughan, Creative Communication Officer, provided an overview of CSUSM Giving Day and led brainstorming sessions for Directors to identify unique ways the Foundation Board can inspire giving. At the conclusion of the presentation, Chair Jackson paid homage to Mr. Raymond's philanthropic generosity and spirit of support on campus for CSUSM Giving Day. Chair Jackson encouraged the Directors to pledge their support to CSUSM Giving Day either by donating to a Foundation Board match, challenge their network to participate philanthropically, and/or participate in gratitude events throughout the day. Staff will follow up with Directors on areas of support needed for CSUSM Giving Day.

ACTION ITEM: Staff to provide Directors opportunities to support CSUSM Giving Day.

VI. Listening & Learning Tour: President Neufeldt shared her views of her first months on campus. While in the development phase of defining the Innovation Hub, a new initiative for campus, President Neufeldt shared her vision of the hub is to create a cross-discipline home where the community, students and faculty come together to explore and develop new ideas around STEM, entrepreneurship/business incubation, and innovation in arts, humanities and social justice/inclusive excellence. She also shared the next major fundraising initiative for CSUSM will be raising capital toward the Integrated Science & Engineering Building. Private support of at least \$15 MM will complement the California State University bond measure providing seed funding. Following her remarks, Ms. Jennifer Williams, Presidential Chief of Staff, lead the Directors through an exercise to identify strengths, challenges, important aspects of the Innovation Hub and key partners for both innovation and the Engineering building.

VII. **Take Away:** Chair Jackson asked each Director to share their most impactful take away.

Adjournment: There being no further business, the Planning Session adjourned at 4:43 pm.

Minutes submitted by: Donna Day

Dated: September 19, 2019



Secretary

