

# CSUSB FOUNDATION

*Building a Culture of Philanthropy*

**CSUSB Philanthropic Foundation  
Board of Directors Meeting  
Tuesday, June 20, 2017 ~ 6:00 p.m.  
National Orange Show, Valencia Room**

Pursuant to notice given, the Board of Directors of the CSUSB Philanthropic Foundation convened for a regular meeting at the National Orange Show on Tuesday, June 20, 2017.

Members Present:

Dr. Donald Averill  
Mrs. Lois J. Carson '67  
Dr. Dorothy Chen-Maynard  
Mr. Mark Edwards, Esq.  
Mr. James Ferguson  
Mr. Douglas Freer  
Dr. Ronald Fremont  
Dr. Brian Haynes

Mr. James Imborski  
Mr. Cole R. Jackson  
Mr. Mark A. Kaenel '84 & '89  
Mr. Gary McBride '94 & '08  
Ms. Barbara McGee  
Dr. Tomás Morales  
Mr. Richard R. Oliphant  
Mr. Neale A. Perkins

Dr. Alexandru Roman Mr.  
Phillip M. Savage, IV, Esq.  
Mr. Paul M. Shimoff, Esq.  
Mr. William M. Stevenson  
'84  
Dr. Samuel Sudhakar  
Dr. Edward C. Teyber  
Mrs. Ellen G. Weisser '68

Members Absent:

Mr. Amro A. Albanna '91  
Mr. Bob Burlingame  
Mr. Al Cayir  
Mr. Greg K. Christian  
Mr. Henry W. Coil, Jr.  
Mr. Benjamin P. Cook  
Mr. Nicholas J. Coussoulis '75  
Mr. Jim Cuevas

Mr. Sundip R. Doshi '90  
Mr. Gerald Fawcett '74  
Mr. Paul Granillo '91  
Dr. Sung-Kyoo Huh  
Mr. Wilfrid Lemann, Esq.  
Dr. Yolanda T. Moses '68  
Ms. Margaret Perry  
Ms. Madelaine Pfau  
Mr. Steve PonTell

Mr. James C. Ramos, Jr. '02  
Mr. Ali C. Razi  
Mr. Jeffrey S. Shockey '88 &  
'94  
Dr. Ernest H. Siva  
Ms. Jean M. Stephens '91  
Mr. Bruce D. Varner

Guests Present:

Monica Alejandre  
Stephen Arneson  
Terry Ballman  
Anabel Castaneda  
Terri Carlos  
Annya Dixon

Jeffrey Fischer-Smith  
Tatiana Karmanova  
Pam Langford  
Rafik Mohamed  
Julie Nichols  
Erika Quiñonez

Yvonne Salmon  
Shawn Shepherd  
Kim Shiner  
Bob Tenczar  
Davina Walls

## **Welcome**

Greetings were made around the room.

### **A. Call to Order**

Ellen Weisser called the meeting to order at 6:37 p.m.

### **B. Approval of the Minutes**

**Motion: The minutes of the March 23, 2017 Board of Directors meeting were reviewed and approved as written (Chen/Shimoff/Unanimous).**

### **C. Committee and other reports**

#### **1. Executive Director's Report**

Fremont shared the departure of Doreen Hatcher, who was presented with a new opportunity at CSU Channel Islands, but mentioned that the search is underway for a new Director of Alumni Relations. Fremont noted the resignations of Henry Coil and Jeffrey Shockey, and the Board thanked them for their service.

Fremont commented that the current fundraising amount is at almost \$9 million, marking a 22% improvement over last year's amount, and that the Development team is looking to close major gifts before the end of the fiscal year.

#### **2. Investment Committee Report**

Stevenson remarked that the Investment Committee meets once a quarter to review the portfolio now, and remarks that the portfolio is much larger now thanks to Ron and his team. Stevenson shared that the committee is analyzing the makeup of the portfolio and is in discussion as to how to diversify the makeup of the portfolio. Year-to-date, the portfolio outperformed the index, 2.7% versus 2.3%, but peaks and dives are expected through the year due to the volatile market and the upcoming election season. Since inception in July 2007, the portfolio has outperformed the benchmark, and it has done so with less risk, despite the headwinds in the economy.

#### **3. Alumni Report**

Stevenson provided updates on Alumni Office activities, which recently included Grad Days, Coyote Cares Day, and the Professor for a Day luncheon. Doreen Hatcher has accepted another opportunity within the CSU, and the search for a new Director is in progress. Homecoming is set for October 21<sup>st</sup>, and will include a big campus celebration, including a preview event for prospective students, open houses hosted by colleges and departments, and the annual Homecoming Parade and Bash. CSUSB's Inaugural Class of Golden Grads will celebrate the Class of 1967's 50<sup>th</sup> Anniversary Reunion, in September in conjunction with Fall Convocation. Also featured during Homecoming will be the inaugural meeting of the Young Alumni Council, which will serve as an advisory board to support programs and initiatives for alumni who have graduated within the last 15 years.

#### **4. Advocacy Report**

Edwards shared that the biggest issue at this point is the state budget, and that unfortunately it is more than \$70 million short of the Board of Trustees' request. He commented that there are \$20 million one-time funds that are allocated to the CSU that should help, but that overall, as the system continues to grow, it keeps being underfunded.

Edwards recommended that Board review the list of bills included in the packet that have possible effects on the CSU, and closed his report.

#### **D. Presentations**

##### **1. President's Message**

Morales welcomed the Board, and shared the Commencement numbers with them: PDC had 308 graduates, with 28 members of PDC's inaugural freshmen class, and 3,120 degrees conferred in four ceremonies for the five colleges at Citizens Business Bank Arena. Rabbi Hillel Cohn and Lou Monville were the recipients of the Honorary Doctorate Degrees this year.

He shared some facts that he learned at a recent conference with College Futures Foundation, that San Bernardino and Riverside counties have the lowest baccalaureate degree attainment in the country, of any major metropolitan area, and commended the work around the region to increase educational attainment and augment the economic viability of the region.

Morales thanked the board for their efforts and support.

##### **2. CSUSB Branding and Identity**

Tenczar reported that over the past year, several thousand members of the CSUSB campus and local communities participated in market research, surveying and concept testing, all aimed at developing a final design and messaging platform that will better tell the CSUSB story. An overwhelming choice has emerged. Tenczar presented the Brand Concept reveal video, to positive reactions from the Board, and he mentioned that the next steps would be to incorporate the brand into all University communications, along with campus brand workshops. Information will be made available to the Board as soon as it is available.

#### **F. New Business**

##### **Budget**

Alejandre presents the 2017-18 budget for full Board approval; it was approved by the Executive Committee to be presented to the Board.

Motion Accepted: Fremont invited a motion from the Board of Directors to approve the proposed 2017-2018 Budget (Carson/Chen/Unanimous).

##### **Gift Acceptance of Mineral Rights**

Alejandre shares with the Executive Committee that CSUSB is the beneficiary of Mineral Rights located in Pennsylvania, and it came through an estate gift from Frances Mae Todd.

Motion Accepted: Fremont invited a motion from the Board of Directors to approve the gift acceptance of mineral rights to the CSUSB Philanthropic Foundation (Weisser/Shimoff/Unanimous).

**Investment of Cash Flow**

Iannolo notes that the checking account had a balance of \$4.1 million, and wants to discuss with the committee how to invest those funds. She recommends the CSU Systemwide Investment Fund-Trust (SWIFT).

Motion Accepted: Fremont invited a motion from the Board of Directors to approve the investment of cash flow: \$2.5 million to be taken out of the checking account to be invested into the SWIFT account; a separate \$1 million to be taken out into SWIFT as its own account (for the Give Something Back Foundation gift); and the remaining balance to stay in the checking account (Oliphant/Teyber/Unanimous).

**G. Events of Note**

The following is a list of upcoming events that Board Members are invited to: Golden Grad Reunion, September 17-18 at CSUSB, and Homecoming, October 21 at CSUSB.

**H. Adjourn**

Meeting adjourned at 7:58 pm.

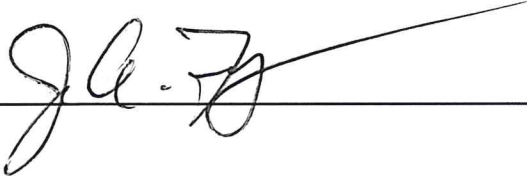
**Signature of Minutes Approval**

**CSUSB Philanthropic Foundation**

**Board of Directors Meeting**

Meeting Date: Tuesday, June 20, 2017 ~ 6:00 p.m.

National Orange Show, Valencia Room

Signature:  Date: 09/28/17

Print Name: James A. Ferguson

Board Position: Board Secretary