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 Imbiorski
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 Cayır
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 21st, 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 50th 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
Alejandro 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
Alejandro 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 invite 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 (Oliphan/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: [Signature] Date: 09/28/17

Print Name: James A. Ferguson

Board Position: Board Secretary