

**Yuba Community College District  
Foundation Board Special Board Meeting  
Minutes – 8/29/2022**

The Yuba Community College District Foundation Board met on Wednesday, August 29, 2022 for a special Foundation Board Meeting at the Woodland Community College, Room 113, 2300 Gibson Road, Woodland, CA 95776.

**Board Members Present:** Marcia Stranix, Wayne Ginsburg, Richard Teagarden, Jesse Ortiz, Artemio Pimentel

**VIA Zoom:** Eileen Schmidtbauer, Jared Hasteley, Sonja Lolland, and James Houpis

**Absent:** Tawny Dotson, John Cassidy

**Resource Members:** Jay Lowden, Angelica Munoz

**Guest:** Darleen Grey, Skip Davies

**1. Call to Order and Opening Items**

Board President Ginsburg called the meeting to order at 4:00 PM and reviewed the in-person meeting protocols.

**2. Approval of Agenda**

Motion to approve the August 29, 2022 Foundation Board Agenda: Motion Artemio Pimentel; second by Marcia Stranix; Final Resolution: Motion carries; Aye: Eileen Schmidtbauer, Marcia Stranix, Jessie Ortiz, Artemio Pimentel, Richard Teagarden, Wayne Ginsburg

**3. Open Agenda and Public Comment - NONE**

**4. Information**

**4.1 WCC Feasibility Study Recommendation**

Jay Lowden presented. Mr. Ansbach had presented his campaign study report at the last meeting. It since was sent out to all the board members. Mr. Lowden reviewed the 11 recommendations from the study.

1. Refine the case for a three part project.
2. Divide the goal into phases.
3. Consider the variation in the perceived value of the College among potential donors, and the lack of a strong donor base will create risk to reaching the goal and subsequently may undermining the confidence of future donors.
4. Work to secure Measure J Funds and use them as part of reaching the campaign goal.
5. Conduct a well-organized campaign to secure donations, acknowledge donors, and collect pledges over a 36-48 month period.
6. Form a campaign Steering Committee authorized by the Foundation Board to lead the development of the campaign.
7. Immediately start the planning of the campaign to take advantage of the awareness that conduction this study has had among major donor prospects.
8. If required, solicit a few select corporate and individual major donations prior to the end of the year.
9. Intensify the College's social media to keep the community and local industry aware of its programs and achievements.
10. Use the campaign as the occasion to, train the Foundation Board, consider hiring a fundraiser especially for WCC, and support the Director in overseeing the implementation of the campaign.
11. Engage outside capital campaign counsel to help the Executive Director and Steering Committee design and manage the campaign.

Marcia Stranix asked if there was a reason why we moved forward with the Theater Arts project if there was little interest from the community compared with the other projects. Artemio Pimentel explained the project has a long history and has been planned for years. When the College/District submitted a request for matching funds from the State nearly 15 years ago, this was a priority and it took almost ten years for the funds to be granted. Once that was done, the scope and purpose of the project could not be altered. That proposal was developed in 2007 and submitted as a priority for the District. While there may not be interested to fund the project privately, the community is excited.

Marcia Stranix thought there would be more interest/enthusiasm and the study would reflect it. Jesse Ortiz thought it would have been nice to have Mr. Willis at the meeting as he is an expert in Bond funding. He added his belief that the money is there to finish the project from Measure J.

Marcia Stranix, asked where we are in the search for a new Chancellor? The public would like to know that there is somebody permanent here. Mr. Teagarden explained there is a calendar that has been developed. The goal is to have a Chancellor by June.

Mr. Teagarden added that the Foundation Committee has no oversight over Bond funding. That belongs to the Board of Trustees.

## **5 Action**

### **5.1 Approval Capital Development Campaign for Woodland Community College**

President Ginsburg asked for a motion be to approve moving forward with a campaign, but exclude any language in the motion related to Measure J.

Richard Teagarden wanted to make sure it was the priority of the college and district to focus on these goals. Dr. Pimentel assured him he supported this.

The proposed motion, based on the recommendation in the Feasibility Study, it is recommended that the Foundation Board approve a phased capital campaign with an initial campaign goal of \$3.9 million focused on Culinary Arts and Soccer, and inclusive of \$1.7 million in Measure J Funds, and a campaign budget not to exceed \$200,000. President Ginsburg's request would eliminate the wording "inclusive of \$1.7 million in Measure J Funds"

The following motion was made. Recommending a \$2.2 million capital campaign focused on Culinary Arts and Soccer, and with a campaign budget not to exceed \$200,000. The motion was made by Jesse Ortiz and seconded by Richard Teagarden.

A conversation was then had around Measure J funding related to the proposed Soccer Field. Trustee Ortiz explained he has heard \$3.1 Million in Measure J. Funds not \$1.7 Million. Chancellor Houpis explained the \$1.7 is what is available due to the amount that has been relocated, and we have to wait to see how much the Theater Arts Project will cost, and what if any contingency funds from that project will be available. Will need to wait till spring semester for the \$3.1 Million. Jesse Ortiz explained this is the first time he has heard they will have to wait till spring. He added this has caused confusion. Dr. Pimentel explained one thing that has happened was when the Board was provided with the thought that there could be \$3.1 Million dollars available it depended on some of the items that were added to the building that could potentially be paid from other sources. It has to do with the Board possibly approve some of the items to the building.

Motion to amend language to a phased capital campaign with an initial campaign goal of \$2.2 million focused on Culinary Arts and Soccer and a campaign budget not to exceed \$200,000

Motion Jesse Ortiz second by Richard Teagarden; Final Resolution: Motion carries; Aye: Eileen Schmidtbauer, Marcia Stranix, Jessie Ortiz, Artemio Pimentel, Richard Teagarden, Wayne Ginsburg, Jared Hastey, James Houpis, Sonja Lolland

## **6 Discussion**

### **6.1 Use of Fund-Raising Counsel for Woodland Community College Capital Campaign**

Jay Lowden presented the proposal for the campaign counsel that was submitted from Ansbach & Associates. Jesse Ortiz asked if we did an RFP for the campaign counsel. Jay Lowden explained an RFP was done for the Feasibility Study, and it is typical to use the same firm for the campaign that conducted the feasibility study. Mr. Lowden indicated we can do an RFP if desired.

Jesse Ortiz explained it was really expensive and he would like to have something to compare it to. Jay Lowden explained that having counsel would be beneficial on a part time basis and for the early stages of a campaign. Artemio Pimentel explained they need someone who could come in support, train and guide and help fundraise money and be present in the community. Eileen Schmidtbauer

wanted to know what they would provide under the highbred model. Jay Lowden explained it wouldn't be any different than having a part time campaign counsel. Chancellor Houpis added having someone help us understand our roles and responsibilities is critical in the beginning. He added Woodland has the advantage of Dr. Pimentel because there is no one better that can speak about Woodland Community College. Jesse Ortiz added if someone asked to name a two or three people to reach out to for money, he would say one is in the room. Skip Davies said Jesse Ortiz is right you must have someone the community trust at least to get you started. The relationship must be developed. Jay Lowden explained it's not the counsel consultant that would raise the money, he would train and support local individuals to be able to raise the money. Wayne Ginsburg thought having help would be a great idea, wasn't sure for how long but advocated to bring someone in. Richard Teagarden suggested first identifying the Steering Committee then deciding if a consultant is needed and for how long. The Steering Committee should help create the vision and goals then evaluate what level of support is needed. Jay Lowden explained that he and Dr. Pimentel has some idea on who could be part of the Steering Committee.

**7 Reports-NONE**

7.1 Next Regularly Scheduled Meeting November 2, 2022 at 3:00 p.m.

**8 Adjournment**

The meeting adjourned at 5:23 p.m.