

Monday, August 29, 2022

Yuba Community College District Foundation Special Board Meeting

Special Board Meeting

DATE: August 29, 2022

TIME: 5:00 PM - Regular Session

LOCATION(s): Woodland Community College, Room 113, 2300 Gibson Road, Woodland, CA 95776;

Zoom Link: <https://cccconfer.zoom.us/j/94563142360>; Zoom Call-In Numbers: +1 669 900 6833 (US Toll)

IN-PERSON ATTENDANCE OPTION

The Yuba Community College District Foundation Board is providing multiple alternatives to attending the Regular Board meeting. Board Members and Members of the public are welcome to attend the Special Board meeting in-person at Woodland Community College, Room 113, located at 2300 Gibson Road, Woodland, CA 95776.

VIRTUAL ATTENDANCE OPTION

Board Members and Members of the public may opt to attend this meeting virtually. The YCCD Foundation Board has provided a virtual zoom attendance option. Please use the Zoom information below to join this meeting virtually.

Zoom Link: [Zoom Link: https://cccconfer.zoom.us/j/94563142360](https://cccconfer.zoom.us/j/94563142360); Zoom Call-In Numbers: +1 669 900 6833 (US Toll)

PUBLIC COMMENTS

The Yuba Community College District Foundation Board welcomes public comment on issues within the jurisdiction of the Foundation.

Each speaker is limited to 5 minutes per topic and 20 minutes per subject per YCCD Board Policy 2350. The Board Chair will call on the member of the public attending in-person. Members of the public may provide comments on matters not on the agenda and prior to the Governing Board taking action on any action item on the agenda.

VIRTUAL PUBLIC COMMENT PROCESS

Members of the public attending the meeting virtually may address the Board during public comment portion of the agenda by using the "raise your hand" button on your screen on a matter within the subject matter jurisdiction of the Governing Board. The Board Chair will call on the member of the public attending virtually after all comments are made by members of the public attending in-person. Members of the public may provide live comment on matters not on the agenda and prior to the Governing Board taking action on any action item on the agenda.

1. Call to Order and Opening Items

Subject :	1.01 Meeting Reminders
Meeting :	Aug 29, 2022 - Yuba Community College District Foundation Special Board Meeting
Category :	1. Call to Order and Opening Items
Access :	Public
Type :	Procedural

Public Content

Please take a moment to mute or turn off your cell phone at this time.

This meeting is being conducted with a Hybrid Format with some Board Members participating via Zoom. Therefore all votes will be conducted using a Roll Call.

Subject : 1.02 Call to Order
Meeting : Aug 29, 2022 - Yuba Community College District Foundation Special Board Meeting
Category : 1. Call to Order and Opening Items
Access : Public
Type : Procedural

Public Content

The Foundation Board President will call the meeting to order.

2. Approval of Agenda

Subject : 2.01 Approval of Agenda
Meeting : Aug 29, 2022 - Yuba Community College District Foundation Special Board Meeting
Category : 2. Approval of Agenda
Access : Public
Type : Action
Recommended Action : It is recommended that the Foundation Board approve the August 29, 2021 Special Meeting Agenda as presented.

3. Open Agenda and Public Comment

Subject : 3.01 Open Agenda and Public Comment
Meeting : Aug 29, 2022 - Yuba Community College District Foundation Special Board Meeting
Category : 3. Open Agenda and Public Comment
Access : Public
Type : Information

Public Content

The Foundation Board President will call for public comment at this time.

4. Information

Subject : 4.01 WCC Feasibility Study Recommendations
Meeting : Aug 29, 2022 - Yuba Community College District

Foundation Special Board Meeting

Category :

4. Information

Access :

Public

Type :

Discussion, Information

Public Content

Background:

In the spring of 2022, Ansbach & Associates conducted a Capital Campaign Feasibility Study on behalf of the Foundation and Woodland Community College. Charlie Ansbach from Ansbach & Associates shared the results of the study at the August 3, 2022 meeting of the Foundation Board of Directors. This item is to provide a quick review of the recommendations of the study, followed by a discussion among board members regarding the recommendations. Following this discussion there will be a recommendation (Item5.01) regarding how to move forward with a campaign. Following that vote, if necessary, the Board will review the proposal submitted by Ansbach & Associates in regard to campaign counsel to provide input to the Foundation Director and WCC President on the use of outside capital campaign fundraising counsel.

File Attachments

[WCC Capital Campaign Feasibility Study Report.pdf \(338 KB\)](#)

5. Action

Subject :

5.01 Approval Capital Development Campaign for Woodland Community College

Meeting :

Aug 29, 2022 - Yuba Community College District Foundation Special Board Meeting

Category :

5. Action

Access :

Public

Type :

Action, Information, Presentation

Recommended Action :

Based in 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.

Public Content

Background:

Ansbach & Associates was retained by the YCCD Foundation to conduct a campaign feasibility study for a proposed \$6 million capital campaign for Woodland Community College. The purpose of the study was to determine if sufficient donor support exists to fund added improvements to the culinary and theater arts facility, as well as a proposed soccer facility

Study Method

A total of twenty-two, one-on-one interviews were conducted by Ansbach with board members, past, current, and prospective donors, and community opinion leaders. Based on experience, Ansbach believes that sufficient trends and likelihood of success could be derived from the number and quality of interviews. Each interview was approximately 30 minutes. Interviewees received the projects Case Summary prior to the interview. Interviewees reacted to questions presented by Ansbach. All responses were confidential, and no solicitation took place. Mr. Ansbach presented an Executive Summary of the report to the Foundation Board of Directors on August 3, 2022.

Based on the recommendations in the Ansbach Report, it is recommended that the Foundation conduct a Phased Capital Campaign with a Phase One goal of \$2,000,000.

Taking into consideration of the variances of the perceived value of the College among potential donors, and the lack of a strong historical donor base will create risk to reaching the goal.

To mitigate risk, the campaign would have **progressive goals**:

Minimum goal of \$2MM to fund culinary and soccer;

Milestone goal of \$4MM to complete soccer and culinary projects;

\$6MM as the long-term **desired goal** to include the theater project.

This approach has been used successfully by other organizations that cannot afford to fail publicly on a major campaign.

To leverage the \$1.7 million in Measure J Funds currently allocated to the soccer project, it is recommended that the initial campaign goal be \$3.9 million, inclusive of the Measure J Funds and a campaign budget, not to exceed \$200,000.

File Attachments

[WCC Capital Campaign Approval \(1\).pdf \(127 KB\)](#)

6. Discussion

Subject :	6.01 Use of Fund Raising Counsel for Woodland Community College Capital Campaign
Meeting :	Aug 29, 2022 - Yuba Community College District Foundation Special Board Meeting
Category :	6. Discussion
Access :	Public
Type :	Discussion, Information, Presentation

Public Content

Background:

The attached proposal from Ansbach & Associates is to provide Capital Campaign fundraising counsel for the Foundation and Woodland Community College. If the Foundation Board approves moving forward with a capital campaign, a brief presentation on the Ansbach proposal will be provided to the board,

followed by discussion so the board can provide input to the Foundation Director and WCC President in regard to use of counsel for a campaign.

File Attachments

[Campaign Management Proposal for Yolo Community College District Foundation.pdf \(213 KB\)](#)

7. Reports

Subject :	7.01 Next Regularly Scheduled Meeting
Meeting :	Aug 29, 2022 - Yuba Community College District Foundation Special Board Meeting
Category :	7. Reports
Access :	Public
Type :	Information

Public Content

The next Foundation Board of Directors meeting is scheduled on **November 2, 2022 at 3:00 p.m.**

8. Adjournment

Subject :	8.01 Adjournment
Meeting :	Aug 29, 2022 - Yuba Community College District Foundation Special Board Meeting
Category :	8. Adjournment
Access :	Public
Type :	Procedural