



**Minutes of Board Meeting  
December 3, 2014**

A meeting of the Board of Directors of the Desert Recreation Foundation was held at The First Tee Clubhouse located at 74-945 Sheryl Avenue, Palm Desert, California.

**Board of Directors in Attendance:**

Joshua Bonner, Vice President  
Charlie Smith, Director  
John Henry Garcia, Director

**Board of Directors Absent:**

Brandt Kuhn, President  
Chris Brooks, Treasurer

\*\*\*\*\*

**Desert Recreation District Staff and Other:**

Kevin Kalman, General Manager  
Glenn Miller, Golf Course, Parks & Grounds Maintenance Director  
Bill Appel, Ernesto C. Rosales, and Jason Schneider Prospective new  
Board Members

**1. Opening Ceremonies:**

Call to Order: Vice President Bonner called the meeting to order at 11:35 AM

**Roll Call:**

Present: Bonner, Garcia, and Smith  
Absent: Brooks and Kuhn

**2. Approval of Meeting Minutes:**

September 24, 2013

Board Member Garcia made the motion to approve the September 24, 2013 minutes, second by Board Member Smith.

Ayes: Bonner, Garcia, and Smith  
Noes: None  
Absent: Brooks and Kuhn  
Abstain: None

### **3. Financial Report**

Mr. Miller reviewed the Financial Statements. For August Mr. Miller stated the summer months are very slow. There were some proceeds from TFT donations, sale of equipment and grants for the amount of \$9,299.15. There were some expenditure for printing of fliers for TFT Tournament and a balance paid for the Roy's event. Everything stayed about the same.

September – Bank balance started at \$266,427.01. They had small donations, some equipment sales, \$3,325.00 from the Dick Kelly Tournament at Desert Willow, a \$10,000.00 donation from the Marcy Hyman Foundation as partial payment for a new Van; they donated the original Van to TFT. There were \$17,826.00 in revenue and only \$375.21 in expenditures.

October – They started the month with \$283,877.80, there were not a lot of donations. They will be seeing some coming up next month, \$10,000.00 from the PGA Superstore and some smaller ones from a gentleman that past away from Desert Falls (Alan Copen) and wanted people to donate to TFT in lieu of flowers; they started to see some of the money coming in. They got the rest from the Dick Kelly Tournament, as well as \$1,000.00 from the sale of a van that was donated in not very good condition. The van was sold for scrap, they had very few expenses. TFT has almost \$250,000.00 in reserves. Most of the major tournaments are coming up. (See financial statements).

Board Member Garcia made the motion to accept the financial statements, second by Board Member Smith.

Ayes: Bonner, Garcia, and Smith

Noes: None

Absent: Brooks and Kuhn

Abstain: None

### **4. Presentations:**

Mr. Ernesto C. Rosales, Mr. Jason Schneider, and Mr. Bill Appel gave a brief summary of their bios. (See attached)

Board Members were impressed with each one of the new potential members and voted for them to be introduced to the DRD Board.

DRD Board is having a meeting on Wednesday, December 18<sup>th</sup> at 6:00pm. During that meeting the potential new members will be introduced to the Foundation Board.

Mr. Bonner asked for Mr. Miller and Mr. Kalman to explain the role of the DRF Board, they explained that the DRF is a nonprofit organization and the role is to support the DRD in all of their goals and objectives. The DRD is 18,000 square miles, making it the largest District in California. DRD provides and maintains parks and recreation programming. When families need to make the decision between putting food on the table or the kids having sports that is when the Foundation comes in to play.

Mr. Garcia told the potential new members how often the Board has their meetings and what is expected of them. Mr. Bonner added their job is to develop relationships and also whatever the Foundation needs to do in the community to raise funds.

Board Member Garcia made the motion to accept the consideration of the three gentlemen plus Mr. Jacob I. Alvarez that was part of the previous meeting to be introduced to the DRD Board, second by Board Member Smith.

Ayes: Bonner, Garcia, and Smith  
Noes: None  
Absent: Brooks and Kuhn  
Abstain: None

**5. Updates and General Information:**

Mr. Miller stated the Tournaments are coming up and everybody is welcome to participate. Marrakesh is on December 14, 2013, The Spring 4<sup>th</sup> annual on January 11, 2014 and The Foundation Tournament on February 15<sup>th</sup>, 2014. Between all three tournaments they are expecting to raise \$120,000.00 to \$150,000.00. All three are very different with different kinds of people so they are not asking the same people all the time.

Mr. Miller stated the building is going to be torn down; he got the first proposal and is going to be open for bids at 3:00p.m. Ms. Lynn and her partner are supporters of TFT, both of them are computer science majors; they are going to build a computer laboratory for the kids. The Club House will be ready by March or April.

During the week of the Humana the programing is going to be there.

Mr. Kalman suggested a tour of the facilities of the DRD for the members of the Board at the beginning of the New Year in conjunction with the new member to the DRD Board.

**6. Old Business:**

None

**7. New Business:**

None

**8. Next Meeting**


Agenda items for meeting on March 25, 2014

**9. Adjournment:**

There being no further business to come before the Board, the meeting was adjourned at 12:24 p.m.

Respectfully submitted:

  
Nelly Marsee, Board Clerk

  
Brandt, Kuhn, President of the Board

## Bill Appel - BIO

Bill's business experience spanned over 50 years. After working various jobs during and before college, he spent 46 years with Appel Company, a distributor of POS software, hardware and support services to the hospitality and retail segments of the marketplace. For a number of those years, Bill was a member of various dealer/manufacturer advisory committees. In 2010, Bill sold the company and retired full time to the Coachella Valley.

At Bill's last Los Angeles area home, he held the following homeowner association positions: Mountaingate Open Space Maintenance Assoc. (MOSMA) Board of Directors and co-chair of the Security Committee.

As a member of Mountain View Country Club in La Quinta since 2004, he became active in numerous areas:

|                |                                    |
|----------------|------------------------------------|
| 2007 - 2011    | "Classic" Invitational Committee   |
| 2008 - current | SCGA Club Delegate                 |
| 2008 - 2011    | Men's Golf Club Board of Directors |
| 2009 - 2011    | Golf Committee                     |
| 2010 - 2011    | President - Men's Golf Club        |

In 2010, retired and looking for community involvement, Bill became a volunteer coach with the First Tee of the Coachella Valley. Later that year, Bill was asked to join the Advisory Board and became President in 2012.

Residing in La Quinta, Bill has been married to Suzan for 45 years. They have one son Scott married to Suzanne. Their 2 grandchildren Marlee (5) and Stevie (2) are already learning to play golf.

Quick bio...

My name is Ernesto C. Rosales, 42 years of age and a homeowner in Coachella. I am a proud single parent of 5 children, all raised in the Coachella area. My early years were spent in the west side of the Coachella Valley, Cathedral City area. Educated in the Palm Springs Unified School District through high school, then College of the Desert. Always active in sports, soccer primarily, I was blessed to travel with Teams USA in the summer of 1987 on a European-Soviet Block tour. I've played competitive soccer in 12 countries.

Professionally I've been in the funeral industry for 13 years. Starting with the FitzHenry family in 2000-2008 doing body removals on call and working my way up to Family Counselor and Licensed funeral Pre-Planning agent. When the FitzHenry family was bought out of bankruptcy by Forest Lawn in 2008 I left to manage another local family owned funeral home (Casillas Family Funeral Home). After increasing case load there I was approached by Forest Lawn to manage the Indio and Coachella mortuaries. On December 2, 2011 I began as manager at these locations. In the short time since, we have increased the amount of families served per year by 200 in the first year and are on pace to do better this year.

As manager of Forest Lawn Indio/Coachella my responsibilities are to oversee staff of 11 as we have grown to conduct over 350 funerals a year. From the moment a person passes until we comply to their final disposition. I am also very involved in my community representing myself and Forest Lawn. Here is a list of the associations and boards I serve on.

- \*Indio Chamber of Commerce, Board of Directors & Executive Circle Sponsor
- \*Coachella Chamber of Commerce, Board of Directors
- \*Coachella Valley Symphony, Advisory Council
- \*Coachella Valley Mexican American Chamber of Commerce, Member
- \*Sponsor of Flying DR's Community Outreach Mecca
- \*Sponsor of Martha's Kitchen Thanksgiving 5K Silver
- \*Sponsor of Our Lady of Guadalupe Grape Festival Gold Sponsor
- \*Multiple other sponsorships ...

This year I, with the approval of Forest Lawn, have given an estimated \$100,000 in donations, sponsorships, in kind donations and special events.

My goal is to continue to grow our business in an effort to be able to give out more to our community.

Hope this helps,

Sincerely,  
Ernesto C. Rosales  
Manager  
Forest Lawn Indio/Coachella  
760-574-7979 direct  
[erosales@forestlawn.com](mailto:erosales@forestlawn.com)

## Professional History

Jason A. Schneider, CPA, joined Osborne Rincon in August 2008. Prior to joining the firm, Jason was a Senior Accountant with Maryanov, Madsen, Gordon & Campbell. He has been in public and private accounting for over 10 years. Jason's favorite aspect of public accounting is working with clients to help them achieve their business and personal financial goals.

Born and raised in New Mexico, he moved to California in 2000 with his school teacher wife, Laurea. They have two children, Anthony and Lily. Jason loves both playing and watching most sports, especially baseball and football. From April through October, you will generally find him watching or talking about his beloved New York Yankees.

## Education

- \* Bachelor of Science, Business Administration, Concentration in Accounting, California State University, San Bernardino
- \* Continuing Education as required by the California State Board of Accountancy

## Community Involvement

- \* American Institute of Certified Public Accountants
- \* California Institute of Certified Public Accountants
- \* Coachella Valley Enterprise Zone Advisory Council
- \* Indio Chamber of Commerce Emerging Ambassador
- \* Leadership Coachella Valley, Class of 2012
- \* Treasurer, Harry S. Truman Elementary School PTO