



**Minutes of Board Meeting
September 24, 2014**

A joint meeting of the Board of Directors of the Desert Recreation Foundation and the Desert Recreation District was held at Indio Community Center and Gymnasium located at 45-871 Clinton Street, Indio, California.

Foundation Board of Directors in Attendance:

Brandt Kuhn, President
John Henry Garcia, Director
Jason Schneider, Director

Laura McGalliard, Director
Ernesto C. Rosales, Director

Board of Directors Absent:

Bill Appel, Treasurer
Joshua Bonner, Vice President

District Board of Directors in Attendance: (Came in at 6:00pm)

Rudy Acosta, President
Joanne Gilbert, Vice President

Laura McGalliard, Director
Francisco Duran, Director

Desert Recreation District Staff and Other:

Kevin Kalman, General Manager

1. Opening Ceremonies:

Call to Order: Board Member Garcia called the meeting to order at 5:30 PM

Roll Call:

Present: McGalliard, Rosales and Schneider

Late: Kuhn (Came in at 5:39 PM while discussing Item 4)

Absent: Appel and Bonner

2. Approval of Meeting Minutes:

July 22nd, 2014

Board Member McGalliard made the motion to approve the July 22nd, 2014 minutes, second by Board Member Schneider.

Ayes: Garcia, McGalliard, Rosales, and Schneider
Late: Kuhn (Came in at 5:39 PM while discussing Item 4)
Noes: None
Absent: Appel and Bonner

3. Financial Report

Mr. Kalman reviewed the Financial Statements. For July Mr. Kalman stated there is very little activity during the summer months. They had revenue of \$760.00 and under \$300.00 on expenditures. The bank balance for the month was \$410,843.95.

August – It was very similar to the month of July with very little activity. They had revenue of \$2,865.58 most of it from donations and expenditures of \$1,161.86. Their bank balance is \$412,547.65. Bank balances are \$375,794.68 of TFT funds, \$2,500.00 LPGA/USGA, \$13,630.53 still available for marketing, \$4,000.00 on the Macy Hyman Scholarship, \$12,000.00 from the Marcy Hyman Foundation toward the purchase of a vehicle, \$1,132.16 in Gymnastics and \$1,716.27 on Trips for Kids. Unrestricted funds of \$1,774.01 (See Financial Statements).

Board Member Schneider made the motion to accept the financial statements, second by Board Member Rosales.

Ayes: Garcia, McGalliard Rosales, and Schneider
Late: Kuhn (Came in at 5:39 PM while discussing Item 4)
Noes: None
Absent: Appel and Bonner

4. Presentations:

Mr. Kalman introduced Fred Ex, the brain child of a new sport event. Mr. Kalman wants the Foundation Board to be involved to model it and run it similar to the TFT program.

Mr. Ex told the members of the board about the clinic with Reggie Smith, they are going to have a free five day baseball academy for the East Valley Kids at the end of June with 500 to 600 participants ages 9 to 13. Mr. Ex is expecting to get a grant from the Burger Foundation and donations from restaurants and individuals.

Mr. Kalman mentioned the program is getting too big, that is the reason it is limited to ages 9 – 13. But in the future they are hoping to have a larger event for ages 6-8 and high school kids. The Foundation will be part owner of the event, Chamber part owner and the District part owner. The District will provide the insurance under their umbrella and will run the event. It will be run like operation splash and use the District boundaries for registration.

5. Updates and General Information:

Mr. Kalman stated the recruitment of Director of TFT has been posted and will be closing on October 16th. They are hoping to have a new Director and make the announcement before the grand reopening on November 1st.

6. Old Business:

- a. Preliminary budget for fiscal year 2015 – Mr. Kalman and Mr. Schneider worked on a basic preliminary budget. Mr. Schneider divided it into two different budgets and they are very similar but the purpose is to create different classes and at glance be able to tell what is profitable and what is not. On the second one he added the financial assistance program and TFT. Mr. Kalman stated it is the first time in the Foundation’s history they will have a budget.
- b. 4th Annual First Tee Invitational Golf Tournament – Mr. Kalman stated in the past the board was never involved in making the decision of signing contracts for the tournament. The staff made a recommendation to move the event back to the Classic Club, they are not expecting to have the same amount of players and also the other facilities they contacted the cost was higher. Bermuda Dunes was changing the date and raising the price.

Board Member Garcia made the motion to approve the tournament and authorize the President to execute the contract, second by Board Member Rosales.

Ayes: Kuhn, Garcia, McGalliard Rosales, and Schneider

Noes: None

Absent: Appel and Bonner

- c. Financial Assistance Program – Fundraising Campaign – Mr. Kalman stated in the previous meeting it was approved to raise \$40,000.00 for the financial assistance program. The reason for it being in the agenda is that Director Garcia would like it to be discussed in every board meeting. Mr. Garcia asked if it was possible to hire a person on a part time basis to raise funds. Mr. Kuhn suggested on Nov. 1st during the grand reopening to identify people that will be willing to make donations on a monthly or annual basis, he is going to work together with Mr. Kalman on this project.
- d. Review of FY14 Strategies and Goals – For preparation of the joint session Mr. Kalman included the strategic planning summary from last summer when they met with Mr. Bell. He refreshed their memory on the topics they discussed during the retreat and that there should be action steps taken on each item. Since they are short on time he is going to send the action steps to be taken on each of those items digitally and discuss them at the next meeting. They did revamp the Foundation Website and now it has an active bottom to donate, where it was not active before. He presented four topics of discussion to the DRD Board and they are:
 - 1) Possibly identify one capital project that the Foundation can adopt.
 - 2) Raise \$40,000.00 for the financial assistance program.
 - 3) Give a summary of the strategy plan to the DRD Board.
 - 4) Establish reporting structure to the DRD board.

7. New Business:

Joint Session with DRD Board – Foundation Goals FY15 – Mr. Kalman stated the Foundation requested a meeting with the District Board to establish common goals that they can work on for the coming year. In the Board packet was included their strategic plan as well as potential talking points to get the discussion going on setting at least one

goal for the Foundation to focus on the District's behalf this fiscal year. Mr. Acosta stated he wanted to know how long the Foundation had been in existence. Mr. Kalman stated it was established in 2001 and reorganized in 2012. It became more active when the First Tee chapter was started in 2008 and the money to support that program is being channeled through the Foundation, currently 95% of the business of the foundation is still directly related to The First Tee (TFT).

Recently the Foundation Board has taken on a goal to raise \$40,000.00 for the Financial Assistance Program to assist low income families and children to attend Desert Recreation District programs.

Mr. Garcia stated after the re-organization the Foundation board needs help to get specific direction for them to follow. Mr. Acosta responded they all have a copy of the summary report and he liked what he saw in it. His understanding is that the Foundation's focus has been TFT but it was originally set up for something broader. For scholarships for kids and families that can't afford programs throughout the District. Also with the forming of TFT the focus was for the organization to become self-sufficient. The District Board is pretty much unanimously happy with the talent of the Foundation Board Members. They will have the ability to grow the Foundation, reach out to this community and go beyond for support not only for TFT but for other programs. The District Board usually hears the report from Mr. Kalman or Ms. McGalliard that sit on both boards; Ms. McGalliard suggested maybe they should include the Foundation minutes in the District Agenda.

Mr. Kalman stated the undertaking of \$40,000.00 for financial assistance from the Foundation is huge, if they make it happen it is a huge step towards a bigger picture of the Foundation supporting activities outside TFT. Mr. Acosta likes the target of \$40,000.00 and also likes the suggestion of a capital project, he mentioned the DRD board has discretionary funds for community assistance (\$2,500.00 each), those funds need to be earmarked for specific project, Mr. Kuhn stated the Foundation would have to honor anything the District Board earmarks. They thought maybe the funds can be given to the Foundation to get them started on the \$40,000.00 financial assistance but they need to ask the attorney first if it is possibly.

Mr. Garcia stated on behalf of the Foundation they know they could not run without the support of the District and they do appreciate their support. Mr. Kalman stated they have talked about getting a half time grant writer developer. This would be more appropriate place to seed money from the District. The District already funded \$15,000.00 several years ago, of which \$13,600.00 still remains for marketing. If that money was re-earmarked and \$12,500.00 was added to it, that would probably fund the half time for a year and see if it's going to earn its way. Mr. Acosta didn't mind that either.

Ms. McGalliard stated that anytime they have a captive audience, there should be a table with the Foundation brochures requesting donations. Mr. Garcia requested that the District share their contacts and emails from the people that register for programs so they can make a marketing campaign based on that information. Mr. Kuhn stated his company does a lot of outreach with many non-profits in the Valley. When something like TFT building gets done, there are vendors that help along the way, possibly this could be an opportunity for the Foundation to go back and thank them for the work they did and ask for their help. He would also like for the Foundation to be aware when

the District is putting out something so the Foundation can have a presence and be alongside.

Mr. Acosta suggested partnering with a wellness center and Mr. Schneider stated maybe they can partner with JFK to do a wellness festival.

Mr. Kalman asked if the Foundation Board members felt some clarity on their next steps or if they were still fuzzy on what they should focus on. Mr. Garcia stated they are going to focus on the \$40,000.00, Mr. Rosales stated he is a new board member excited to help develop the other pieces of the Foundation. Since there was no more discussion Mr. Kalman requested Mr. Garcia to close the Foundation meeting.

8. **Board Comments**


9. **Adjournment:**

There being no further business to come before the Board, the meeting was adjourned at 6:57 p.m.

Respectfully submitted:



Nelly Marsee, Board Clerk



Brandt, Kuhn, President of the Board