



Minutes of Board Meeting March 24, 2015

A meeting of the Board of Directors of the Desert Recreation Foundation was held at the Golf Center at Palm Desert located at 74-945 Sheryl Avenue, Palm Desert, California.

Board of Directors in Attendance:

Brandt Kuhn, President	Wendy Belk, Director
Sergio Gutierrez, Director	John Henry Garcia, Director
Laura McGalliard, Director	

Board of Directors Absent:

Bill Appel, Director	Ernesto Rosales, Vice President
Jason Schneider, Treasurer	

Desert Recreation District Staff and Other:

Kevin Kalman, General Manager
Tim Skogen, Executive Director – First Tee
Tatiana Hinkle – Community Services Supervisor

1. Opening Ceremonies:

Call to Order: President Kuhn called the meeting to order at 5:44 PM

Roll Call:

Present: Garcia, Kuhn, McGalliard, Belk, Gutierrez

Absent: Schneider, Rosales, Appel

2. Approval of Meeting Minutes:

February 10, 2015

Board Member Garcia made the motion to approve the February 10, 2015 minutes, second by Board Member McGalliard.

Ayes: Garcia, Kuhn, McGalliard, Gutierrez, Belk

Noes: None

Absent: Schneider, Rosales, Appel

Abstain: None

3. Financial Report

Kalman reviewed the Financial Statements. For the month ending February 28, 2015 the Foundation had a beginning balance of \$432,368.24, revenues of \$105,244.94, expenses of \$12,044.38 and an ending balance of \$525,568.80.

Director Garcia questioned the negative \$1,187.23 under unrestricted donations. Kalman said he would review and report at the next meeting

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

Ayes: Garcia, Kuhn, McGalliard, Gutierrez, Belk

Noes: None

Absent: Schneider, Rosales, Appel

Abstain: None

4. Presentations:

None

5. Updates and General Information:

A. Report from Tim Skogen, Executive Director on activities of The First Tee

Recap of the 2/28 The First Tee Invitational. Net proceeds for the event were \$14,200. With 68 players participating, a distinct reduction over prior year. While the overall player count was down, the overall takeaway was a successful day with even the weather cooperating. Also, there is significant opportunities to grow the event by increasing sponsorships, number of players and soliciting a Valley Country Club to host the event reducing the fixed costs. Also, discussion on time of year for the event was held in addition to incorporating more of The First Tee members into participating in the event better telling the work being done at the Golf Center.

Programming topics. The Spring Sessions are underway commencing on Monday, March 23rd. In addition, a fourth off property site has been added to the program at Desert Falls Country Club. Also, planning has commenced for the Summer Camps which will start early June. Dustin discussed the recent clinic held for Disabled golfers on Saturday, March 21st. It was a strong success with great participation and the desire to continue these programs when possible for this important segment of the population. Also The First Tee's participation at the ANA Inspiration Ladies Golf Tournament was discussed including a Junior Clinic (3/31) and Master Class (4/11) at Mission Hills Country Club.

New Program/Promotions. The newly created Desert Recreation District Foundation/The First Tee donation form was distributed and reviewed with the consensus being a more streamlined document to give out. Also, extended Hours of Operation were discussed to accommodate the late afternoon golfer and extended daylight hours. While historically the Golf Shop closed at 5:00P, there looks to be opportunity to capture added sales with a cost neutral labor expense. Effective March 26, 2015, Hours of Operation are: 7:00A – 6:00P.

Also, the Golf Shop is looking into more practice and play packages to drive higher average sale and creating more golfer value. Given the mostly fixed cost nature of the Golf Center, incremental cost will be minimal.

Upcoming events. The Sun City Mountain Course Neighborhood fundraiser will be held Saturday, April 11th. These home grow club events will continue to be nurtured as we work to bring more Clubs to better understand and support The First Tee programs. In addition to the Youth Member involvement at the ANA Inspiration Tournament, we are looking at having a presence with a table and collateral during the event. Also, we will be finalizing details for the annual Roy's Restaurant fundraiser tentatively scheduled for late April /early May.

B. Updates on Activities of the Desert Recreation District

Kalman shared that he DRD is scheduled to close escrow on April 14, 2015 on 15 acres in Oasis that will be a community park. The park will be developed in phases with the first 5 acres being developed with a soccer focus. The remaining 10 acres will be developed as the community grows and can support a larger facility. The park will be immediately fenced and the remaining school facilities demolished to reduce the attractive nuisance.

Kalman also stated that DRD is set to break ground on our new five acre park in North Shore. Director Belk inquired as to what amenities will be in the park.

Kalman shared the park will include a lighted soccer field, pavilion with microenterprise/bike repair workshop, passive areas, sports court, playground, promenade, splash pad, skate areas, walking path and fitness equipment.

President Kuhn shared his discussion with Nancy Samuelson, City of Indian Wells and his thoughts that DRD working with the City could provide a nexus between providing Indian Wells residents activities and shifting revenues earned to support programs in the east valley where residents don not have the means to pay for similar services.

Garcia stated he had some corporate donors in the works and requested assistance putting together a presentation packet.

Kalman, Hinkle and Garcia agreed to meet on April 1, 2015 at 11:00 am to put together a presentation packet.

6. **Old Business:**

A. New Board Member Recruitment

President Kuhn congratulated and welcomed new directors Belk and Gutierrez.

Kalman suggested the board follow the same recruitment strategy utilized to bring on directors Gutierrez and Belk. Kalman explained our bylaws call for 9-13 directors and we currently have eight. We need 1- 5 new members. Kalman will distribute new board member recruitment materials.

Director McGalliard approach her neighbor that donated to the First Tee Invitational silent auction but he declined.

Director Garcia made the motion that each director bring 1 potential candidate to our next meeting, second by director McGalliard.

Ayes: Garcia, Kuhn, McGalliard, Gutierrez, Belk

Noes: None

Absent: Schneider, Rosales, Appel

Abstain: None

7. New Business:

A. Thermal Senior Center Use of Foundation Letterhead

Hinkle described the history of the Thermal Senior Center, DRD's role in the program and its funding sources. The major contributor, Regional Access Project, has changed its focus and will be ending its 3 year funding commitment. This leaves a \$30,000 gap in funding. The program participants wish to fundraise to keep the program going.

Director Garcia inquired as to exposure for the foundation.

Kalman expressed our only concern is regarding the control over how the funds are collected and accounted for.

Hinkle said DRD staff will control the use of foundation letterhead and distribute on a case by case basis. Kalman added that a restricted account will be added to our financials for the purpose of collecting and dispersing funds for the Thermal Senior Center as we have done with all other programs supported by the foundation.

President Kuhn expressed a desire to have director presence at the next senior appreciation event at the Thermal Senior Center. Hinkle said she believes the annual event occurs in the fall and that staff will be sure to invite the foundation directors.

Director Garcia made the motion to approve the use of Foundation Letterhead for Thermal Seniors to solicit donations, director McGalliard amended the motion to include staff setting guidelines controlling the use and dollar amount authorized for each solicitation, second by Director McGalliard.

Ayes: Garcia, Kuhn, McGalliard, Gutierrez, Belk

Noes: None

Absent: Schneider, Rosales, Appel

Abstain: None

B. First Tee Program Expense – First Installment

Kalman explained that the DRF makes two annual payments, one in January and one in July to DRD to reimburse for expenses associated with the First Tee program. Traditionally, this had been a set amount that did not necessarily coincide with actual expenditures. During the budget process the board requested back up and planned for the total expenses incurred in the amount of \$235,000 for FY2015.

President Kuhn stated that we have approximately two years of operating funds in the First Tee account if we do not raise any additional funds and reiterated the board needs to continue to remain active in its solicitation of funding to maintain that cushion.

Kalman inquired as to the format of the invoice and if it contained adequate detail for the boards comfort. Directors Kuhn, Garcia and McGalliard approved of the format.

Director McGalliard made the motion to approve the payment to DRD in the amount of \$120,379.37, second by director Garcia.

Ayes: Garcia, Kuhn, McGalliard, Gutierrez, Belk

Noes: None

Absent: Schneider, Rosales, Appel

Abstain: None

8. Next Meeting

Next meeting to be held at the Golf Center at Palm Desert on May 12, 2015 at 5:30 p.m.

9. Adjournment:

There being no further business before the Board, the meeting was adjourned at 7:07 p.m.

Respectfully submitted:



Kevin Kalman, Executive Director



Brandt Kuhn, President of the Board