

**Board Meeting Minutes**  
**June 12, 2017 at 6:00 p.m.**  
**Camarillo Chamber of Commerce Conference Room**

**Board members present:**

1. Allison MacDonald '07
2. Barbara Davey
3. Daniel Wolowicz
4. Gary Cushing '10
5. Gary Wartik
6. Gladstone Bucknor '06
7. Lisa Pitts, '18
8. Marlene Dean
9. Melody Kimball '09
10. Natalie Yanez '14
11. Saxon Knauss '07

**Board members absent:**

Amanda Gordon '11  
Bert Partida '05  
Ernie Villegas  
James Jackson '13  
Maria Madrid, student  
Mark Garcia '04  
Matt Furmanski  
Nichole Ipach  
Robert Krauss '07  
Sarah Giroux '10

**Special Guests/Staff present:** Tania Garcia, Steven Guetzoian '12

1. **Welcome** (Cushing)
  - a. Meeting called to order at 6:07 p.m. by AFA President Gary Cushing.
2. **Approval of Minutes, April 14, 2017** (Cushing). No Quorum

### 3. **President's Report** (Cushing)

- a. **Special Recognitions.** Appreciation gifts presented to A&FA Board Members Lisa Pitts (student representative), Gary Wartik (Past President and founding board member), and Marlene Dean (friend representative).

■ Remarks (Wartik). Was here at the beginning on-campus Fall 1999 when the governor handed the keys to Chancellor Reed. Worked with Dr. Rush to build the university including when the alumni association began in 2003. Met with Marti de los Cobos and Dr. Rush on initiative to meet with local employers "friendraising" which later became fundraising. Kirsten Moss was first chairman, followed by Yvette Bocz, Mike Silacci, and Leah Lacayo. In 2006, Tania replaced Marti as director. Tania always kind words and prepared, tops in administration. Gary Cushing gave four years of fine leadership.

- Gary Wartik was one of the first people Tania met at the university. It was very encouraging to have supportive community friends from Day 1, through all changes and growth. Greatly appreciate the support from Day 1. Everything you've done - it means a lot to our students and alumni. Your efforts at Grad Fest, Commencement, and serving on the A&FA Board have made an impact.

■ Remarks (Dean). Thank you for the opportunity. This being my first board. Very good experience and good communicator with the community college. Allowed insight and ability to share about A&FA with potential college students.

- Appreciate Marlene Dean's contribution as link with the community college. She is welcome to continue serving on the Wine Event committee as an ad hoc member.

■ Remarks (Pitts). Thank you for opportunity to serve on the board. Will continue to support from afar and when in town.

- Lisa Pitts does a lot of hard work in the office as a student assistant. She has supported A&FA by stuffing envelopes to all sorts of duties needed to help us run more smoothly.

■ Allison MacDonald is the 2017 Distinguished Alumni Award winner, only 3 awardees. Single-handedly through her relationships, referrals, and works behind the scenes to raise funds and sponsorships, connect students/alumni with job opportunities.

- b. **Closing Comments.** Tania presented token of appreciation to Gary Cushing. Gary has served 4 years as president and not allowed to serve longer per our bylaws. Gary has made it so easy for Tania to do her job with him at the helm. He will still serve on the board. Thank you for keeping meetings to an hour. You've been great.

■ Remarks (Cushing). This university is very special. This A&FA group is very special. We'll continue to do great things with the university.

### 4. **Treasurer's Report** (Garcia)

- a. **Review of 2016-17 Financials.** No Report

### 5. **Action Items**

- a. **Slate of New Officers 2017-18.**

**Motion:** Approve proposed "Slate of New Officers 2017-2018" as amended with vacant Secretary officer. (Wartik/Seconded by Dean)

**Discussion:** Three (3) votes submitted by proxy in accordance with A&FA bylaws. Amend slate to remove Sarah Giroux as proposed 1-Year Secretary due to recent life changes. Secretary duties include recording meeting minutes and serving on the Executive Committee.

**Vote:** 13 in favor, 0 opposed, 0 abstained.

**Resolved:** Motion carried; Proposed Slate of New Officers 2017-2018 approved as amended.

b. **Slate of New Board Members 2017-18.**

**Motion:** Approve proposed “Slate of New Board Members 2017-2018.” (Wartik/Seconded by Davey)

**Discussion:** Three (3) positions of 4-year terms - 2 alumni representatives and 1 friend representative - beginning July 1, 2017 and ending June 30, 2021.

- Candidates background: Matthew Corse ‘10 Communications works at Wells Fargo and could provide valuable network. Melissa Mirkovich ‘05 Liberal Studies is past president of CSUCI ASI Student Programming Board, so her event planning experience may help the Wine Event Committee. Melissa currently works for Sage Publishing and has helped alumni with job opportunities. Leah Lacayo has been a great help as a past board member.

**Vote:** 13 in favor, 0 opposed, 0 abstained.

**Resolved:** Motion carried; Proposed Slate of New Board Members 2017-2018 approved.

6. **Committee Reports (Chairs)**

a. **Communication & Marketing** (Wolowicz). See Newsletter Intros/Newsletter Stats enclosed.

b. **Dodger Day** (Guetzoian). Roadrunner reservation system for event available.

c. Finance (No Report)

d. Fundraising (No Report)

e. Nominations (No Report)

f. **Programs & Events** (Davey)

■ **Commencement ReCap 5/20.** Thanks to the volunteers.

- Did the new location help? Provided additional visibility. About 50% of attendees went to either booth. Not sure that we would have sold additional shirts even with the second booth location.
- \$2500 revenue. Sold-out 275 shirts (quantity up from last year). First year to offer pre-sale.

■ **Wine & Brews at the Barn 6/15.** This Thursday at Camarillo Ranch House. 9 tickets remaining. Thanks to Allison, Bert, Gary, Julie, Natalie, Marlene, and Barbara for sponsorships. Kudos to Wine Team committee for hard work and hands-on contributions.

- Saxon volunteering sponsorship source for 2018 Wine Event.

■ **Hank Lacayo Celebration of Life 6/24.** Jeff and Jackie are co-emceeing.

■ **Summer in Santa Barbara 7/12.** Venue at the La Cumbre Country Club. Expecting 40-60 attendees. Invite alumni and friends in the Santa Barbara area.

■ **CSU Alumni Council Meeting 8/24-8/26.** Hosting at campus 70 people from across the CSUs. Will be attended by Chancellor or Chancellor’s Office staff. Opportunity to provide local goodies for hotel swag bags. Group booked at the Residence Inn. Meetings held on-campus. Friday night dinner opportunity for Board to meet the CSU representatives.

■ **Dodger Day 9/9.** Report given above.

■ **President’s Dinner & Concert Alumni Reception 10/14.** Headliner is Big Bad Voodoo Daddy. Tickets on sale now. Alumni happy hour pre-concert within walking distance of the venue. Alumni will have a seat block. Local winery venue suggested.

■ **Giving Day 11/28.** We are going to try this for the first time. Purpose is to raise a lot of money within 24-hour period. Plans are in the initial marketing phase. \$15k-\$3M fundraising benchmark for other universities.

- Fundraiser suggestion for Tania to dress as Ekho. Ekho height requirement. Optional fundraising costumes of Bait and Minnow for the vertically challenged.

g. Scholarship Taskforce (No Report)

h. Strategic Plan (No Report)

i. **Wine Team** (Davey). Report given above in the Programs & Events.

7. **Student Report** (Pitts/Madrid). School's out for summer!
8. **Faculty Report** (Furmanski). No Report.
9. **Alumni Director Report** (Garcia)
  - a. **Membership Renewal Campaign (Spring/Fall)**
    - 36 new and renewing / best response of this campaign. Breakdown: 30 alumni, 4 students, 2 friends
    - 16 new gifts
  - b. **Alumni Giving Numbers/Alumni Helping Students**
    - **Giving Goal: 600 alumni donors for \$45K target by June 30.**
    - **To date: 415 alumni so may not make the donor target / \$47K raised so exceeded goal amount.**
      - Why the drop-off? CSU system seems to be experiencing this drop-off.
      - Average gift size \$15-\$24. A lot of \$1 gifts.
      - Maintaining our participation rate is a struggle since we graduate 2200 alumni every year. CSU average is 3%. We have been at 4-5%.
      - How to get the new alumni class to sign-up?
      - Orientation BBQ presence? Transfer students just finished. Freshman students start this Thursday. Can we link the lifetime membership with the Orientation T-shirt since everyone wants the shirt? (probably not). Memberships do not count as gifts because you're getting a value in return.
    - Last year, alumni giving totaled \$40,436!
  - c. **2017-18 Calendar.** See packet. Moved May meetings into June. Tania will email updated version. Also will send calendar invites.
  - d. **Board Development/Speaking Skills.** Dr. Sawyer offering speaking skills training for our Board. Plan is to schedule this for the executive team and open invitation to the Board.
10. **University Report** (Garcia). Commencement over. Transition continuing. Hiring administrative support staff. Conversation with President Beck: impressed with our alumni (most of the ones she's met have been associated with A&FA).
11. **Open Comments.** Tania to become the Chair of the Camarillo Chamber of Commerce.

Meeting ended at 6:54 p.m.

*The next Alumni & Friends Association Board Meeting will occur on Monday, August 21, 2017 at 6:00pm at the Camarillo Chamber of Commerce Board Room.*