

CAL POLY HUMBOLDT FOUNDATION

MINUTES OF THE EXECUTIVE COMMITTEE

August 12, 2022
ZOOM TELECONFERENCE MEETING

Members Present:

Jenny Harris (Chair)
Gary Blatnick
Kurt Fraese
Ken Fulgham
Jack McGurk
Heidi Moore-Guynup
Robin Smith
Frank Whitlatch

Members Absent:

Scott Hunt

Cal Poly Humboldt Personnel:

Angie Petroske
Jamie Rich

A meeting of the Cal Poly Humboldt Foundation Executive Committee was held on Friday, August 12, 2022 at 3:00 PM via Zoom Teleconference.

1. Call to Order/Roll Call

The meeting was called to order by Executive Committee Chair, Jenny Harris, at 3:01pm.

2. Public Comments

There were no public comments.

3. Acceptance of Minutes from the Nov. 4, 2021 and Mar. 11, 2022 Meetings

Upon motion duly made (Kurt Fraese), seconded (Jack McGurk) and unanimously carried, it was:

RESOLVED, that the Minutes of the November 4, 2021 and March 11, 2022 meetings are accepted.

4. Special Distribution from Quasi-Endowment to School of Business Trust Fund

Executive Director of the Foundation, Frank Whitlatch, described to the committee how for many of the endowed funds, their purpose is to last forever, so they only distribute a

certain amount. A quasi-endowment is when a donor can invest funds as if it is an endowment, but the fund is not designed to last forever – it is more like a savings for a special purchase. The School of Business asked for a \$45k distribution into their current use fund to be used for student internships and computer/technology purchases. This funding would be in addition to the current balance and planned distribution.

After discussion and upon motion duly made (Ken Fulgham), seconded (Robin Smith), and unanimously carried, it was:

RESOLVED, the Cal Poly Humboldt Foundation Executive Committee approves a special distribution of \$45,000 from the Quasi-Endowment called "School of Business Endowment" (A4011) to the current use fund called "School of Business Program" (A6661).

5. Committee Affirmation of Creation of Logging Sports Endowment

Frank Whitlatch shared with the committee how the Logging Sports team has raised money over several years with the goal to create a scholarship and cover the costs of their program through an endowment. However, this raised an issue with how club funds can be used. A temporary resolution would be to create an endowment with discretionary funds and then use the club funds to invest. The Executive Committee should discuss and affirm that the Executive Director has the authority to create this endowment.

After discussion and upon motion duly made (Ken Fulgham), seconded (Jack McGurk), and unanimously carried, it was:

RESOLVED, the Cal Poly Humboldt Foundation Executive Committee affirms the Executive Director's decision to create an endowed fund to support the Logging Sports Club as discussed.

6. Committee Chair Reports

Kurt Fraese, Chair of the Donor Intention & Fulfillment Committee, shared that the committee met on August 5th and that the meeting was well-attended. Guest speaker Jeff Crane, Dean of the College of Arts, Humanities, and Social Sciences, provided a presentation on his view of funding impact to his college. The committee also received a Check 5 report. This report only contained one month of data, which is unusual, but there were other administrative tasks tackled by staff. There were no serious issues to report and the accomplishments were discussed. Kurt mentioned that committee volunteers will be working with staff to create priorities for the creation of a dashboard as well as how the multiple property investments are ultimately viewed as positive and that effort should be made to communicate these positives to the community.

Jack McGurk, chair of the Governance & Strategy Committee, shared that his committee had no pressing business so the meeting was canceled.

Ken Fulgham, chair of the Finance & Investment Committee, discussed the Foundation's current over-allocation to real estate assets and the need for the Executive Committee to formally acknowledge this variance as an unusual event given the Market volatility and the temporary holdings of local real property on behalf of Cal Poly

Humboldt. A working group consisting of Frank Whitlatch, Ken Fulgham, Kyle Plitt, Scott Hunt, and Jason Carlson will convene to make updates to the Investment Policy. The Finance Committee also resolved to recommend to the Executive Committee the formation of a Green Investing Review to be formed this Fall. Membership to this group as tentatively planned would consist of:

- a Foundation Board member (appointed by the Executive Committee)
- the Foundation's investment manager, Kyle Plitt
- the Vice President for University Advancement, Frank Whitlatch
- a member of the public, Peter Lehman
- the University Sustainability Analyst, Katie Koscielak
- the Chair of the Finance & Investment Committee, Ken Fulgham
- a current Cal Poly Humboldt student (selected by the University Sustainability Analyst)

Upon motion duly made (Ken Fulgham), seconded (Jack McGurk), and unanimously carried, it was:

RESOLVED, that Committee Chair reports are accepted.

7. Executive Director's Report

Frank Whitlatch, Executive Director of the Foundation provided an update on properties held by the Foundation, including the following:

- Craftsman Mall – ground-breaking planned for 2023
- Campus Store in Arcata – the store is open; the Foundation could potentially maintain ownership of the property and lease to the University
- Samoa/IESCO - could be a flexible space for research projects
- Stewart property on 16th Street, Arcata – will be transferred to the state in the 3rd quarter of 2023

Frank also mentioned that rentals surrounding campus are mostly rented, with one remaining vacant, to be available for employees or students as workforce housing, with the potential to think of these as long-term homes. The Foundation could acquire additional strategic properties, separate from endowment investments, to transfer to the University with this goal in mind.

A Boldly Rising Campaign update was provided, indicating the campaign is close to the \$30 million mark, which was the October goal. The campaign cabinet is hoping to over-achieve and reach the final \$50 million goal within four years instead of five. Frank also mentioned the increased amount of asks and visits due to increased development officers.

Frank also provided an overview of the Donor Appreciation Week (aka Campaign Launch Week) events happening October 24 through 28, including five news conferences throughout the course of the week, an oversize thank-you note from students to donors, and the following events:

- Tuesday, October 25: Foundation Board (past and present members) &

- Campaign Cabinet Reception (campaign pre-launch party) at the Aquatic Center
- Wednesday, October 26: Campaign Launch Dinner at Ingomar – similar to Presidential Investiture Dinner
 - Thursday, October 27: Campus Quad Event – share campaign information with students and the campus community (food, music, etc.)
 - Friday, October 28: Foundation Board and Campaign cabinet meetings, capping with a news conference highlighting their campaign commitments and lunch

8. Foundation Costs for Select Aquatic Center Upgrades

This agenda item was not discussed.

9. FY 2022-23 Budget

Executive Director Frank Whitlatch reviewed the FY 2022-23 budget as discussed at the Foundation Finance & Investment Committee meeting on May 27, 2022. In general, it is a status quo budget with the exception of a line item to complete the Board's commitment to invest \$125k in the Boldly Rising Campaign.

Upon motion duly made (Ken Fulgham), seconded (Kurt Fraese), and unanimously carried, it was:

RESOLVED, that the Cal Poly Humboldt Foundation Executive Committee accepts the Finance & Investment Committee recommendation to accept the FY 2022-23 Budget as presented.

10. Other Business

Executive Director Frank Whitlatch shared the list of properties held by the Foundation and Real Estate Holdings. A discussion followed regarding planned uses and state-side acquisition timing, as well as the acknowledgement that there is little community understanding between the difference of University- versus Foundation-owned properties.

Committee Chair Jenny Harris discussed the importance of strategic planning so that the Board's priorities stay consistent across leadership. The Executive Committee should guide and steer this planning to provide continuity. Committees are currently brainstorming strategic planning ideas and the Board will amend practices to have the Board Chair as a two-year appointment. Potential strategic planning categories over the next 6-12 months could include:

- Green sustainable policy
- Board development: orientation/mentoring/keeping former board members well-connected
- Post-campaign plans – property? multi-media rights & corporate sponsorship (athletics)?

Discussion revolved around creating an in-person strategic planning workshop with members of Board, incorporating aspects of equity and inclusion.

11. Adjournment

Without objection, the meeting was adjourned at 4:11 PM.