

HUMBOLDT STATE UNIVERSITY FOUNDATION

MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS

**March 26, 2021
9:00 AM
TELECONFERENCE MEETING**

Present:

Robin Bailie
Gary Blatnick
Jay Bower
Kurt Fraese
Kenneth Fulgham
Jenny Harris
Scott Hunt
Tom Jackson

Dan Johnson
Carin Kaltshmidt
Jennifer Keller
Jack McGurk
Heidi Moore-Guynup
Gary Rynearson
Robin M. Smith
Frank Whitlatch

Not present:

Destiny Mancella
Eric Ramos

Guests:

Dan Phillips, Provost Jenn Capps, Aashika Patel-CCS Fundraising, Julie Siebel-CCS Fundraising, Deborah Rice, Stephanie Lane, Casey Perez, Stacie Lyans, Kristin Berger, Jamie Rich and Lola Alto.

The Humboldt State University Foundation Board of Directors annual meeting was held on Friday, March 26, 2021, via ZOOM teleconferencing.

1. Call to Order/Roll Call

The meeting was called to order by Board Chair Jenny Harris at 9:02 AM

2. Public Comments

There were no public comments.

3. Acceptance of Minutes from October 23, 2020 Meeting

Upon discussion and motion duly made (Fulgham), seconded (Bailie), and unanimously carried, it was:

RESOLVED, that the Minutes of the October 23, 2020 meeting are accepted.

4. President's Report

President Tom Jackson provided highlighted recent accomplishments, which included:

- Strategic Plan-nearing completion
- Reduced pricing on meal plans
- Redefining Athletics
- Acquisition of Craftsman Mall property
- Working with the City of Eureka to increase visibility of HSU
- Locating a bookstore just off the Arcata Plaza-will provide another venue to purchase HSU merchandise for HSU, College of the Redwoods and Tribal communities.
- Meeting with developers – focus on increasing off-campus student housing
- CSU Board of Trustees have approved Cannabis Studies
- Meeting with Tribal communities and building stronger relationships
- Increasing community support-People are happy that HSU is more visible in their representation at local events.
- Polytechnic – Self-study is ongoing. This will provide great optimism for the next few years. This will make HSU a national and global destination for Higher Ed
- Importance of the HSUF Board's role.

5. Polytechnic

Provost Jenn Capps provided a presentation of the Academic Planning and Polytechnic Self-Study being conducted by HSU. Provost Capps defined a polytechnic as focused on hands-on, experimental learning; preparing career-ready graduates and providing robust offerings in Engineering, Applied Sciences, Technology, Sciences and the Arts.

The completed Self-Study and Plan will be sent to the CSU Chancellor's Office in early April and then presented to the CSU Board of Trustees later this fall or early next January 2022.

6. Campaign Chair and CCS Fundraising

Executive Director Frank Whitlatch introduced Mr. Dan Phillips who is the Campaign Chairperson. Dan provided an overview of the campaign which included:

- It's all about the students
- Empower the students to change the world
- Empower the students to have big aspirations

Dan noted that this starts with the leadership. He thanked President Jackson for being the agent of change. His leadership, energy and passion has helped to clarify and focus for a successful campaign.

CCS Consultant Vice President Aashika Patel reminded the board that we are still in the “Quiet Phase” of the campaign and reviewed the goals set which included amounts raised to date and those still needed to be attained. She encouraged the members to continue to introduce others with capacity to HSU and to continue to grow those relationships.

AVP of Development Deborah Rice introduced the new Directors of Development to the board. They are:

- Stacie Lyans, Associate Director of Development-Athletics
- Kristin Berger, Director of Development-Major Gifts.

7. Committee Reports

- Support for Fundraising Working Group-Board Chair Jenny Harris thanked Scott Hunt who chaired this group.
- Diversity, Equity & Inclusion Training- Chair Heidi Moore-Guynup thanked the member who attended the January 2021 training. She appreciated their engagement and participation and leaning into what can be difficult conversations.
- Donor Intention & Fulfillment-Chair Kurt Fraese thanked the members who attended the March 4, 2021 meeting.
 - Attendance at this meeting was the largest since the establishment of the committee.
 - Check 5 gift review process-oversee the gift process to ensure that the donor’s intention was met. Requests have been made for follow up with departments which are accumulating a high Fund balances. Reporting the use of contributions back to donors will encourage additional revenue.
- Finance & Investment-Chair Ken Fulgham, PhD. reported that the committee meets on a quarterly basis and had:
 - Met with RVK, Inc. at their quarterly workshop.
 - Met and was active in the acquisition of the Craftsman Mall property
 - Working on rebalancing the real estate accounts
 - Working on rebalancing the percentage of the portfolio in real estate
 - Active in potential forest land donation
 - Overseeing approximately \$40M Endowment balance
 - Active in crafting Support for Fundraising resolution (next agenda item).

8. Support for Fundraising

Executive Director Frank Whitlatch provided a history of the maximum reserve requirement for the Endowment. Our CCS Consultants suggested that Foundation donate to the Catalyst Fund to show the board’s commitment to the campaign.

At the March 12, 2021 Executive Committee meeting the following resolutions were made:

Upon motion duly made (Fulgham) and seconded (Rynearson) and unanimously carried, it was:

RESOLVED, that the Executive Committee accepts the Finance & Investment Committees recommendation to support the campaign with the investment of funds in excess of the maximum reserve levels. Which reads:

RESOLVED, that the HSUF Finance and Investment Committee accept the report as submitted from the Study Group on Support for Fundraising, along with the updated Campaign Financial Plan spreadsheet dated January 2021, and recommends to the HSUF Executive Committee and HSUF Board to support the campaign with the investment of funds in excess of the maximum reserve level.

FURTHER RESOLVED, that the Executive Committee recommends that the HSUF Board takes action to move the \$450K, which is in excess of the maximum reserve levels, from the 2021/22 Foundation Operations Reserves Support, to the Foundation Catalyst Fund Support, to support the campaign.

Upon discussion and motion duly made (Fulgham), seconded (Bailie), and unanimously carried, it was:

RESOLVED, that the Humboldt State University Foundation Board of Directors approves the Executive Committee recommendation to transfer \$450K, which is in excess of the maximum reserve levels, from the 2021/22 Foundation Operations Reserves Support, to the Foundation Catalyst Fund Support, to support the campaign.

9. Other Business

Executive Director Frank Whitlatch noted that the HSU Foundation made it possible for the university to invest in the campaign. With COVID-19 vaccinations being made available, face-to-face interactions will happen soon. He noted that the Development team will be moving off-campus to the Humboldt Bay Aquatics Center this summer or early fall.

Board members noted that they would appreciate touring the properties recently purchased by, and donated to, the HSUF during the pandemic.

10. Adjournment

Without objection, the meeting was adjourned at 11:00 AM



Frank Whitlatch
Executive Director & Secretary
HSU Foundation

8/27/21

Dated