

HUMBOLDT STATE UNIVERSITY FOUNDATION

MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS

SEPTEMBER 14, 2020
10:30 AM
TELECONFERENCE MEETING

Present:

Robin Bailie
Gary Blatnick
Kurt Fraese
Kenneth Fulgham
Jenny Harris
Scott Hunt
Tom Jackson, Jr.

Dan Johnson
Jennifer Keller
Heidi Moore-Guynup
Gary Rynearson
Frank Whitlatch

Not present:

Destiny Mancilla
Eric Ramos

Guests:

Jake Theno-RVK, Inc, Aashika Patel-CCS Fundraising, Julie Siebel-CCS Fundraising, Sherie Gordon, Deborah Rice, Connie Stewart, Michael Fisher, Amber Blakeslee, Sarah Long, Jamie Rich and Lola Alto.

The Humboldt State University Foundation Board of Directors special meeting was held on Monday, September 14, 2020, via ZOOM teleconferencing.

1. Call to Order/Roll Call

The meeting was called to order by Board Chair Gary Rynearson at 10:32 A.M.

2. Public Comments

There were no public comments.

3. Acceptance of Minutes from July 17, 2020 Meeting

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

RESOLVED, that the Minutes of the July 17, 2020 meeting are accepted as corrected.

4. Closed Session - Property

The board moved into the closed session at 10:35 AM. to discuss a property issue. Robin Bailie recused herself from any discussion or action on this item.

5. Closed Session - Personnel

The board remained in closed session to discuss a personnel issue. They returned out of closed session at 11:52 AM.

6. FY 2019-20 Audit Report

Executive Director Frank Whitlatch thanked Audit Committee Chair Patrick Cleary and Committee Members Scott Hunt and John Dalby for their due diligence. He introduced Scott Hunt who reported to the board on behalf of the Audit Committee. The committee met with representatives from Moss Adams, the Foundation's audit firm. Scott Hunt reminded the members that the Board delegates to the Audit Committee the authority to review and accept the audit on behalf of the Board.

The Audit Committee completed its review of the audit and, on September 10, 2020, accepted the audit for fiscal year ending June 30, 2020. Moss Adams reported that the auditors didn't identify any material weakness or significant deficiencies nor any compliance issues. Moss Adams was impressed with HSU staff especially since, during this national pandemic, travel was banned and all work was completed electronically and utilizing virtual meetings. This was an excellent test of compliance of policies, protocols and compliance given that many people were working remotely off campus.

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

RESOLVED, that the Board of Directors affirms the acceptance of the annual financial audit for fiscal year ending June 30, 2020.

7. CCS Feasibility Report

Aashika Patel and Julie Siebel from CCS reviewed their finding after conducting an E-Survey and Individual Strategic Conversations. They reported that it is feasible and achievable for HSU to raise at least \$75 million, over 7 years, in a 2-Wave fundraising effort. Their key recommendations included:

Wave 1 - offers HSU the time and opportunity to develop the resources necessary to conduct a well-executed, powerfully messaged, and properly staffed fundraising effort. Wave 1 would be a campaign focused on enhancing the student experience.

Wave 2 - a comprehensive campaign designed to fund the aspirational goals identified through HSU's strategic planning process.

The recommended timeline would be:

Study Follow-up Phase-August - October 2020
Planning Phase-October 2020 - December 2020
Quiet Phase-January 2021 - March 2022
Public Phase-April 2022 - June 2023

Additional recommendations include developing a strong case for support, rebuild or strengthen critical relationships, identify and recruit strong volunteer leadership, and increase current development staffing levels.

Next steps include scheduling and completing 60 study follow-up visits, potentially approve Wave 1 philanthropic initiative with a goal of \$25 million and a three-year timeline, recruit a Campaign Planning Advisory Committee, lead Advancement Boot Camp for faculty, staff and volunteers, plan and implement quiet phase of campaign

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

RESOLVED, that the Board of Directors accepts the CCS Feasibility Study and recommends moving forward with the campaign.

8. Other Business

Gary Rynearson reminded board members of upcoming Campaign Boot Camps on September 16, 23 & 30 and October 7 all at 10AM. He also reminded the members of the upcoming Board of Directors Annual Meeting on October 23, 2020 @ 9 AM via ZOOM teleconference.

9. Adjournment

Without objection, the meeting was adjourned at 1:00 PM



Frank Whitlatch
Executive Director & Secretary
HSU Foundation

10/23/20
Dated