

**CAL STATE EAST BAY EDUCATIONAL FOUNDATION**

Executive Committee Meeting Minutes  
Wednesday, November 29, 2017, 12p.m.-1:30p.m.  
CSU East Bay  
President's Conference Room  
25800 Carlos Bee Blvd., Hayward, CA 94542  
and via Conference Call

**IN ATTENDANCE**

Marv Remmich	Chair
Jack Acosta	Immediate Past Chair
Debbie Chaw	Treasurer
Bill Johnson	Foundation President
Leroy Morishita	Director
Richard Sherratt	Director
Bette Felton	Director

**BY PHONE**

Jim Klescewski	Secretary
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**EXCUSED**

Patrick Devine	Vice Chair
Evelyn Dilsaver	Director
Lou Miramontes	Director
James Songey	Director

**STAFF PRESENT**

May Hernandez	Educational Foundation Analyst
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**I. Welcome Remarks**

Chair Marvin Remmich called the meeting to order at 12:07pm and welcomed everyone to the meeting.

**II. Approval of Meeting Minutes:**

**August 30, 2017 Meeting Minutes:** The committee reviewed the minutes from the August 30, 2017 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

**MINUTE ACTION:** The committee approves the minutes for the August 30, 2017 meeting minutes.

Motion by: Debbie Chaw      Seconded by: Leroy Morishita      Motion: Passed

**III. Chair's Report:**

Chair Marvin Remmich first discussed the annual commitment form, told the committee it is currently being updated, and it will be distributed at the April 2018 board meeting. They had a discussion about the form, and indicated that they would like 100% board participation. It was noted that ex-officio trustees are exempt from this expectation as they are appointed trustees.

Chair Remmich explained to the group that a campaign priority should be raising funds via estate planning, and that Andrea Rouah, Director of Strategic Initiatives for University Advancement, would attend the next board meeting and present about estate planning to encourage 100% board participation (again, this does not apply to ex-officio trustees.)

The committee also discussed trustee meeting attendance and different strategies to engage those trustees that do not attend regularly to encourage more participation.

**IV. President's Report:**

President Leroy Morishita announced that the University has started the search for a permanent Vice President for Student Affairs with a search firm. He discussed some of the changes at the CSU level including the new application process for students, a recent event he attended at the Oakland zoo which resulted in a possible partnership for internships for our students, and finally a discussion of next years' budget with strategies on how to address potential funding issues.

**V. University Advancement Report:**

Vice President for Advancement, Bill Johnson, discussed the recently created Development Pipeline. This document will be used to frame how much funding the Development team thinks they can secure for the remainder of the fiscal year through the end of the campaign. He gave a detailed explanation to the committee of the different elements of the pipeline, and indicated that it will continually be revised and discussed in the Campaign Steering Committee. Vice President Johnson also handed out a development strategy document with names of prospects we hope to engage, and welcomed the committee's feedback on any contacts they could help us make.

**VI. Nominating Committee Report:**

Chair Sherratt noted that he has some idea for prospects in the pipeline, and that other trustees have spoken to him about potential trustee prospects, which the Nominating Committee will be working on at their upcoming meetings. The committee discussed some additional prospects and strategies for engaging them.

**VII. Campaign Steering Committee Report:**

Bill Johnson gave the Campaign Steering Committee report on behalf of Patrick Devine and Lou Miramontes as they were both unable to attend this meeting. Bill and Rich Sherratt gave a brief update on the recent Valley Foundation visit to campus, and that overall they thought it was positive. They informed the committee that they would be giving updates on the solicitation once we have further information to share. The committee further discussed the campaign goal, which led to a discussion of the two auxiliary foundations

(Educational Foundation and East Bay Foundation.) Debbie Chaw gave further clarity on which foundation handled which gift type. Debbie Chaw then gave a status update on the CORE building. The project is moving forward, and there is a user group that is meeting with designers to come up with what the building would look like based on the process we went through. We have some preliminary schematics and, when available, will be shared with the Board. Bill completed the Campaign Steering Committee report with a discussion of the short term areas we are trying to advance.

#### **VIII. Communications & Constituent Engagement Committee**

Chair Bette Felton talked about Andrea Rouah's recent visit to the Concord campus and the planned giving website focus group. She said that the next project for the committee would be helping Advancement with an internal brand awareness survey to see what the impact was of the marketing efforts undertaken over the last four years. Additionally, the committee will be reviewing some of the proposals we have sent out to prospects to get the committee's insight and feedback to enhance future proposals.

#### **IX. Finance & Investment Committee**

Debbie Chaw gave the report in Chair Dilsaver's absence. She first covered the YTD Investment Summary as of Sept 30th, and mentioned the returns have been strong. We will get information from NACUBO in late January or early February of the common fund asset allocation results and she can do a report to see how our investments did compared to other CSU's.

The accounts at Morgan Stanley were opened, and funds were moved on this past Monday.

Debbie Chaw further discussed the operating budget YTD actuals, and the requirement for the Executive Committee to review on quarterly basis.

As an auxiliary organization of CSU, we are required to have an operating agreement. The last one was 5 years old and expired Nov 18<sup>th</sup>, 2017. We are currently waiting on a signed copy from Chancellor's office. We now have a renewed operating agreement that can stay in place for ten years, which has all the standard language. One added section is Section 14 for contracts for campus services, which was not included in our prior agreement. Since 2013, all services have been moved to the university, so the second attachment is the Memorandum of Understanding between the University and the Educational Foundation. It covers services and fees covered by university, how payments are made, and those types of details.

**MINUTE ACTION:** The committee approves the Operating Agreement between the CSU and the Educational Foundation.

Motion by: Bette Felton                      Seconded by: Rich Sherratt                      Motion: Passed

**MINUTE ACTION:** The committee approves the Memorandum of Understanding between the Educational Foundation and CSU East Bay.

Motion by: Rich Sherratt                      Seconded by: Leroy Morishita                      Motion: Passed

**ADJOURNMENT**

There being no further business to discuss, Chair Remmich adjourned the meeting at 1:24 p.m.

Dated: November 29, 2017



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James Klescewski, Secretary

Recorded by May Hernandez, Educational Foundation Analyst, University Advancement