

CAL STATE EAST BAY EDUCATIONAL FOUNDATION

Executive Committee Meeting Minutes
Wednesday, August 30, 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
Patrick Devine	Vice Chair
Jack Acosta	Immediate Past Chair
Debbie Chaw	Treasurer
Bill Johnson	Foundation President
Leroy Morishita	Director
Evelyn Dilsaver	Director

BY PHONE

Richard Sherratt	Director
Bette Felton	Director
Jim Klescewski	Secretary

EXCUSED

Lou Miramontes	Director
James Songey	Director

STAFF PRESENT

May Hernandez	Executive Assistant, University Advancement
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I. Welcome Remarks

Chair Marvin Remmich called the meeting to order at 12:04pm and welcomed everyone to his first meeting as Chair of the Board.

II. Approval of Meeting Minutes

May 31, 2017 Meeting Minutes: The committee reviewed the minutes from the May 31, 2017 meeting. Rich Sherratt noted that two items needed to be changed: Under Nominating Committee, the election of Jim Klescewski as Secretary needed to be added. Second, that Mahla Shaghafi would need to be the person who signs the May 31, 2017 minutes as she was still Secretary at that time, not James Klescewski as originally noted. With these changes made, on motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: The committee approves the minutes for the May 31, 2017 meeting with changes noted.

Motion by: Jack Acosta Seconded by: Bette Felton Motion: Passed

III. President's Report

The President Welcomed Bill Johnson as new Vice President of Advancement and President of the Educational Foundation. Since the last Ed Foundation meeting, we had another successful commencement, where Rosie Rios was awarded an honorary doctorate. He continued his report with an overview of items related to the University, including his upcoming evaluation and an update on campus impact. The committee then discussed some information regarding remediation that was reported by the media and the President answered questions Trustees had.

IV. University Advancement Report

Chair Remmich introduced Bill Johnson as the new Vice President for Advancement. Bill started his report to the committee by giving a brief overview of his first days, and some specific initiatives he would like to start working to advance. He said that as we move forward, he will keep the Board informed of this process. In his first 90 days, he would like to meet with each Trustee individually, and will be focusing on fundraising for CORE.

V. Nominating Committee Report

Chair Sherratt mentioned that moving forward he has some individuals in mind that he would like to start the vetting process with at the next Nominating Committee meeting. Chair Remmich told the committee that he recently had breakfast with new Trustee Johan Klehs and that he thought he is a great addition to the Board.

VI. Campaign Steering Committee Report

Co-Chair Patrick Devine started his report by saying that although Bill Johnson is only nine days into his new position, they have already met and talked about some of the items that they would like to accomplish to get to the campaign goal, including the pipeline of donors, good metrics for fundraisers, and stewardship activities. The group then discussed some specifics relating to these items, and some of the ways they have recently been engaged in Development activities on campus.

VII. Communications & Constituent Engagement Committee

Chair Bette Felton reported that the last meeting was a phone in meeting, and that it went well. Some of the items covered related to the campaign website integration, giving websites, videos on testimonials across campus, preparing a CORE video to garner support, the media buy to support public awareness, and that the next magazine is a 60th anniversary issue due in late October. She noted Bill is coming into a group that is doing impressive work.

She continued that she recently participated in pilot of the planned giving website with OLLI members hosted by Andrea Rouah in which she showed the group the website and requested their feedback. The group talked about what they want to see in a planned

giving website and helped Andrea with insight on how the website might be used and marketed.

VIII. Finance & Investment Committee

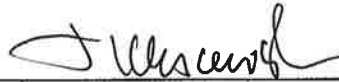
Debbie Chaw started the Finance & Investment Committee's report by stating that the final budget FY 16/17 results are positive. We are estimating in 17/18 to break even. Debbie Chaw and Chair Dilsaver then discussed the investment summary, that our portfolio summary returns were really good, and we did well in the latest quarter. They then discussed with the group the reallocation of asset allocation targets, and that this is typically done twice a year, although there is no set schedule, it is reviewed often by the committee and the investment group.

Chair Dilsaver noted that our investment group may move to a new firm that is more focused on Institutional investments, which would be able to provide better support for the University and a potential reduction in fees.

ADJOURNMENT

There being no further business to discuss, Chair Remmich adjourned the meeting at 1:00 p.m.

Dated: August 30, 2017



James Klescewski, Secretary

Recorded by May Hernandez, Executive Assistant, University Advancement