

Laguna Woods CIVIC SUPPORT FUND

AGENDA FOR MEETING OF THE

BOARD OF DIRECTORS OF THE

LAGUNA WOODS CIVIC SUPPORT FUND,
a California Nonprofit Public Benefit Corporation

Regular Meeting
Tuesday, August 7, 2018
3:00 p.m.

Laguna Woods City Hall
24264 El Toro Road
Laguna Woods, California 92637

1. CALL TO ORDER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. PUBLIC COMMENTS – This is the time and place for members of the public to address the Board of Directors on items *not* appearing on this agenda. Pursuant to State law, the Board of Directors is unable to take action on such items, but may engage in brief discussion, provide direction to staff, or schedule items for consideration at future meetings.
5. BOARD OF DIRECTORS MEETING MINUTES
Recommendation: Approve the Board of Directors meeting minutes for the meeting on July 10, 2018.
6. “A PLACE FOR PAWS” DOG PARK FUNDRAISING
Recommendation: 1) Receive and file an update from staff; and
2) Make determinations and provide direction to staff regarding the design, development, and administration of fundraising campaigns and events to support the operation and maintenance of “A Place for Paws” Dog Park.
7. FRIENDS OF THE LAGUNA WOODS OC PUBLIC LIBRARY
Recommendation: 1) Receive and file an update from staff; and
2) Make determinations and provide direction to staff regarding the design, development, and administration of fundraising campaigns and events to support programs, projects,

and services offered at the Laguna Woods branch of the County of Orange's public library system, as well as facilities improvement and expansion.

8. ECONOMIC DEVELOPMENT FUNDRAISING

- Recommendation:** 1) Receive and file an update from staff; and
- 2) Make determinations and provide direction to staff regarding the design, development, and administration of fundraising campaigns and events to support programs, projects, and services related to attracting, retaining, and promoting Laguna Woods businesses.

9. IN-KIND DONATIONS

Recommendation: Provide direction to staff on the handling and recognition of in-kind donations that may be made to the Laguna Woods Civic Support Fund in the future.

10. BOARD OF DIRECTORS COMMENTS AND ANNOUNCEMENTS

11. ADJOURNMENT

The next regular meeting of the Laguna Woods Civic Support Fund Board of Directors will be at 3:00 p.m. on September 4, 2018 at Laguna Woods City Hall, 24264 El Toro Road, Laguna Woods, CA 92637.

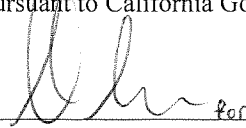
Public Comments: Persons wishing to address the Board of Directors are requested to complete and submit a speaker card to staff. Speaker cards are available near the entrance to the meeting location. Persons wishing to address the Board of Directors on an item appearing on this agenda will be called upon at the appropriate time during the item's consideration. Persons wishing to address the Board of Directors on an item *not* appearing on the agenda will be called upon during the "Public Comments" item. Persons who do not wish to submit a Speaker Card, or who wish to remain anonymous, may indicate their desire to speak from the floor. Speakers are requested, but not required, to identify themselves.

Americans with Disabilities Act (ADA): It is the intention of the Laguna Woods Civic Support Fund to comply with the ADA. If you need assistance to participate in this meeting, please contact either the City of Laguna Woods' City Clerk's Office at (949) 639-0500/TTY (949) 639-0535 or the California Relay Service at (800) 735-2929/TTY (800) 735-2922. The Laguna Woods Civic Support Fund requests at least two business days' notice in order to effectively facilitate the provision of reasonable accommodations.

AFFIDAVIT OF POSTING

STATE OF CALIFORNIA)
COUNTY OF ORANGE) ss.
CITY OF LAGUNA WOODS)

I, Yolie Trippy, Secretary, Laguna Woods Civic Support Fund, hereby certify under penalty of perjury that this agenda was posted at Laguna Woods City Hall, 24264 El Toro Road, Laguna Woods, California 92637; on the City of Laguna Woods' website (www.cityoflagunawoods.org); and, at other locations designated by Resolution No. 17-30, pursuant to California Government Code Section 54954.2 of the Ralph M. Brown Act.



YOLIE TRIPPY, Secretary

8/3/18

Date

**LAGUNA WOODS CIVIC SUPPORT FUND
BOARD OF DIRECTORS MINUTES
ADJOURNED REGULAR MEETING
July 10, 2018
3:00 P.M.
Laguna Woods City Hall
24264 El Toro Road
Laguna Woods, California 92637**

1. CALL TO ORDER

Chair Moore called the meeting of the Laguna Woods Civic Support Fund to order at 3:01 p.m.

2. ROLL CALL

BOARD OF DIRECTORS: PRESENT: Carpenter, Hatch, Moore, Williams
ABSENT: Rothberg

STAFF: PRESENT: Macon, Cady, Trippy

3. PLEDGE OF ALLEGIANCE

CFO Cady led the pledge of allegiance.

4. PUBLIC COMMENTS – None

5. BOARD OF DIRECTORS MEETING MINUTES

The draft minutes for the meeting on June 5, 2018 were distributed by staff and reviewed by the Board of Directors.

Moved by Vice Chair Hatch, seconded by Director Williams, and carried unanimously on a 4-0 vote with Director Rothberg absent, to approve the Board of Directors meeting minutes for the meeting on June 5, 2018.

6. MEMBERS OF THE BOARD OF DIRECTORS

Chair Moore introduced Peter Chong, resident and prospective member of the Board of Directors. Mr. Chong provided biographical information on himself, explained his interest in serving on the Board of Directors, and responded to related questions from the Board of Directors.

Chair Moore and Mr. Chong left the meeting at 3:12 p.m. to view the Laguna Woods OC Public Library and returned to the meeting at 3:13 p.m.

Moved by Director Williams, seconded by Vice Chair Hatch, and carried unanimously on a 4-0

vote with Director Rothberg absent, to recommend that the City Council appoint Peter Chong to the Board of Directors for the Laguna Woods Civic Support Fund as a resident member.

7. “A PLACE FOR PAWS” DOG PARK FUNDRAISING

CEO Macon provided information on the Dog Park Advisory Group’s discussions regarding a “founders wall” fundraising program to support the operation and maintenance of “A Place for Paws” Dog Park, as well as staff’s recommendations.

Director Rothberg arrived at 3:28 p.m.

Moved by Director Williams, seconded by Vice Chair Hatch, and carried unanimously on a 5-0 vote, to approve a “founders wall” fundraising program to support the operation and maintenance of “A Place for Paws” Dog Park, and authorize staff to implement and incur costs for such a program, generally consisting of the following:

- Individual contribution levels: \$50 (Bronze), \$100 (Silver), \$150 (Gold), \$250 (Platinum), \$500 (Diamond)
- Business contribution levels: \$250 (Platinum), \$500 (Diamond)
- Contributions will be recognized on a bronze cast plaque with larger contributions appearing in larger font sizes.
- Contributions will be accepted through October 31, 2018.
- The plaque will be unveiled at a dedication ceremony co-hosted by the City and Laguna Woods Civic Support Fund.

8. FRIENDS OF THE LAGUNA WOODS OC LIBRARY

CFO Cady reported that one additional donation has been received, bringing the cumulative total of donations received to-date to \$150.

Director Rothberg requested copies of the Friends of the Laguna Woods OC Public Library flyer to distribute to members of a book club at The Towers.

Secretary Trippy advised that she would provide Director Rothberg with copies of the requested flyer, as well as donation remittance envelopes.

The Board of Directors discussed the possibility of hosting a garden tour to raise money for the Friends of the Laguna Woods OC Public Library, generally consisting of volunteer docent-led visits to pre-selected residential gardens, with light refreshments and transportation provided by golf cart. Staff will work with Chair Moore to explore the possibility further.

Director Carpenter suggested that the Board of Directors consider how to recognize in-kind donations that may be made in the future.

CEO Macon advised that staff continues to work on a genealogy event, local authors event, and pilot program for distributing Friends of the Laguna Woods OC Public Library flyers with items

checked out from the Laguna Woods OC Public Library. Staff is also working to obtain use statistics from OC Public Libraries.

9. ECONOMIC DEVELOPMENT FUNDRAISING

CEO Macon discussed the status of a “business breakfast” to introduce the Laguna Woods Civic Support Fund to the local business community and solicit input on ways to assist with attracting, retaining, and promoting Laguna Woods businesses. The event has been delayed in order to allow for additional promotion.

The Board of Directors discussed a potential program for the business breakfast, with topics to include information on the Laguna Woods Civic Support Fund; information on Friends of the Laguna Woods OC Public Library and “A Place for Paws” Dog Park fundraising programs; solicitation of input on how the Laguna Woods Civic Support Fund could assist local businesses; and, information on the remaining business-member Board of Directors vacancy.

10. BOARD OF DIRECTORS COMMENTS AND ANNOUNCEMENTS

Director Williams advised that she has been appointed to the Orange County Grand Jury.

Director Carpenter provided information on a fall prevention conference to be held on August 16, 2018 in the city of Tustin.

11. ADJOURNMENT

The meeting was adjourned at 3:54 p.m. The next regular meeting will be at 3:00 p.m. on Tuesday, August 7, 2018 at Laguna Woods City Hall, 24264 El Toro Road, Laguna Woods, CA 92637.

YOLIE TRIPPY, Secretary

Adopted: August 7, 2018

CAROL MOORE, Chair of the Board