

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, February 4, 2020
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 November 5, 2019.
6. ADMINISTRATIVE AND FINANCIAL STAFF REPORTS
Recommendation: Receive and file reports from the Chief Executive Officer and the Chief Financial Officer.
7. FRIENDS OF THE LAGUNA WOODS OC LIBRARY
Recommendation #1 – Founders Wall: Approve contribution levels, benefits, schedules, costs, and other logistics for a “founders wall” fundraising program to support the construction of the building that will house the expanded Laguna Woods branch of the County of Orange’s public library system, and authorize staff to implement and incur costs for such a program.

AND

Recommendation #2 – Amenity Sponsorships: Approve contribution levels, benefits, schedules, costs, and other logistics for an amenity sponsorship fundraising program to support the construction of the building that will house the expanded Laguna Woods branch of the County of Orange’s public library system, and authorize staff to implement and incur costs for such a program.

AND

Recommendation #3 – Naming Rights: Request that the Laguna Woods City Council establish a naming rights policy for the building that will house the expanded Laguna Woods branch of the County of Orange’s public library system and authorize the Laguna Woods Civic Support Fund to solicit such naming rights.

AND

Recommendation #4 – Other Direction: Provide direction to staff on fundraising to support the City of Laguna Woods’ City Hall/Public Library Project and the Laguna Woods branch of the County of Orange’s public library system.

8. BOARD OF DIRECTORS COMMENTS AND ANNOUNCEMENTS

9. ADJOURNMENT

The next regular meeting of the Laguna Woods Civic Support Fund Board of Directors will be at 3:00 p.m. on March 3, 2020 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

1-31-20
Date

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**LAGUNA WOODS CIVIC SUPPORT FUND
BOARD OF DIRECTORS MINUTES
REGULAR MEETING
November 5, 2019
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 Board of Directors to order at 3:03 p.m.

2. ROLL CALL

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

STAFF: PRESENT: Macon, Trippy

3. PLEDGE OF ALLEGIANCE

Director Rothberg led the pledge of allegiance.

4. PUBLIC COMMENTS – None

5. BOARD OF DIRECTORS MEETING MINUTES

Moved by Vice Chair Hatch, seconded by Director Rothberg, and carried unanimously on a 4-0 vote with directors Carpenter and Williams absent, to approve the Board of Directors meeting minutes for the meeting on June 4, 2019.

6. ADMINISTRATIVE AND FINANCIAL STAFF REPORTS

CEO Macon reviewed the Chief Financial Officer's Report that was included in the agenda packet and responded to related questions.

7. "A PLACE FOR PAWS" DOG PARK AMENITY SPONSORSHIP PROGRAM

CEO Macon made a presentation and responded to related questions.

Director Carpenter arrived.

Moved by Vice Chair Hatch, seconded by Director Rothberg, and carried unanimously on a 5-0 vote with Director Williams absent, to approve an amenity sponsorship 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:

- \$1,500 to sponsor a bench, table, or drinking fountain (a recognition plaque will be affixed)
- \$500 to sponsor a tree (a recognition plaque will be staked beside the tree)
- \$500 to sponsor a dog bag dispenser (a recognition plaque will be affixed)
- Sponsorships will be effective for five years or until the amenity is replaced, whichever is later

8. FRIENDS OF THE LAGUNA WOODS OC LIBRARY

CEO Macon made a presentation and responded to related questions. The presentation included an overview of the City of Laguna Woods’ City Hall/Public Library Project, the Laguna Woods Civic Support Fund’s existing Friends of the Library program, examples of library-related fundraising in other cities, and potential fundraising activities.

The Board of Directors discussed potential fundraising activities to support the City of Laguna Woods’ City Hall/Public Library Project and the Laguna Woods branch of the County of Orange’s public library system. Discussion included:

- A potential commemorative paver program
- The potential of offering high dollar value naming rights. CEO Macon noted that offering naming rights would require advance authorization from the City Council.
- A potential donor wall program with a book-shaped donor wall

Director Williams arrived.

- Potential outreach to book clubs
- A potential amenity sponsorship program for interior elements (e.g., drinking fountain)
- The potential of establishing a \$250,000 fundraising goal
- A potential cross-cultural show and other events to recognize local diversity
- A desire to focus the fundraising narrative on enhancing the existing library
- A desire to promote how the public library complements the Laguna Woods Village library
- A desire for the library to include a patio that could accommodate future fundraising events with amenities including lighting and a canopy for shade
- A potential annual fundraising event with one or more named sponsors

At members of the Board of Directors’ request, CEO Macon stated that staff would return with additional information on library-related fundraising in other cities.

9. BOARD OF DIRECTORS MEETING SCHEDULE

Moved by Vice Chair Hatch, seconded by Director Rothberg, and carried unanimously on a 6-0 vote to cancel the regular Board of Directors meeting on December 3, 2019 at 3 p.m. at Laguna Woods City Hall, 24264 El Toro Road, Laguna Woods, CA 92637.

10. BOARD OF DIRECTORS COMMENTS AND ANNOUNCEMENTS – None

11. ADJOURNMENT

The meeting was adjourned at 4:26 p.m. The next regular meeting will be at 3:00 p.m. on Tuesday, January 7, 2020 at Laguna Woods City Hall, 24264 El Toro Road, Laguna Woods, CA 92637.

YOLIE TRIPPY, Secretary

Approved: February 4, 2020

CAROL MOORE, Chair

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DOG PARK



COMMEMORATIVE TILE PROGRAM



(exact wall locations vary)

Honor special fur friends by purchasing a personalized tile to be placed on the wall at ***“A Place for Paws” Dog Park.***



Laguna Woods
CIVIC SUPPORT FUND

24264 El Toro Road, Laguna Woods, CA 92637
contact@lwcivicsupportfund.com • (949) 639-0524

12" x 12"

\$100

Text & 2 Photos
(photos optional)

6" x 6"

\$50

Text & 1 Photo
(photo optional)

3" x 3"

\$30

Text only

CITY OF LAGUNA WOODS

DOG PARK

COMMEMORATIVE TILE PROGRAM

Please make checks payable to
"Laguna Woods Civic Support Fund" and mail with this form to
24264 El Toro Road, Laguna Woods, CA 92637.

Contributions are tax-deductible to the extent provided by law.

Name: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Telephone Number: _____

Email Address: _____

PLEASE SELECT TILE SIZE:



12" x 12" \$100

*Text & 2 Photos
(photos optional)*



6" x 6" \$50

*Text & 1 Photo
(photos optional)*



3" x 3" \$30

Text only

- Contribution is for five years of display; option to renew after five years at then-current cost.

Please write your commemorative tile text below:

- We will contact you to obtain photos (if applicable) after this form has been submitted.
- Kindly allow three to four weeks for processing. A proof will be provided prior to final processing.
- Commemorative tiles are made of plastic and installed at the dog park on a quarterly basis.

ITEM 6

Examples

12" x 12"

To Scout,

Thank you for loving me the way you do.

You are my best friend and the reason I have joy in my life.



We are two peas in a pod... you are my ying to my yang cheese to my macaroni, peanut to my butter, glaze on my donut!

With all my love,
Your Mom

\$100

Text & 2 Photos
(photos optional)

6" x 6"

To Scout,

Thank you for loving me the way you do. Love, Susan



\$50

Text & 1 Photo
(photo optional)

3" x 3"

To Scout,
With All
My Love,
Dave

\$30

Text only



CHIEF FINANCIAL OFFICER'S REPORT
January 2020

Balance Sheet
 as of January 31, 2020

Assets:

Checking - US Bank	\$	14,819.65	
Accounts Receivable		-	
		-	
Total Assets			\$ 14,819.65

Liabilities and Fund Balance:

Liabilities:

Accounts Payable	\$	-	
Due to Other Funds		-	
		-	
Total Liabilities			-

Fund Balance:

Restricted - Dog Park		11,836.11	
Restricted - Library		2,382.47	
Assigned - Administrative Support		2,385.45	
		16,604.03	
Total Fund Balance			16,604.03

			\$ 16,604.03
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**Revenues, Expenditures and Changes in Fund Balance -
Budget vs Actual**

for the period July 1, 2019 through January 31, 2020
(58% of Fiscal Year Elapsed)

	Budget	Actual	Actual % of Budget
Revenues:			
R1 Donations Restricted - Friends of the Library	\$ 1,500.00	\$ -	0.0%
R2 Donations Restricted - Friends of the Dog Park	10,000.00	100.00	1.0%
R3 Donations Unrestricted	-	-	0.0%
R4 Fundraising	-	-	0.0%
R5 Grant Funding	-	-	0.0%
R6 Miscellaneous - City Support, Interest, Other	15.00	3.92	26.1%
Total Revenues	<u>11,515.00</u>	<u>103.92</u>	0.9%
Expenditures:			
E1 Contract Services	575.00	-	0.0%
E2 Corporate Fees	200.00	-	0.0%
E3 Information Technology	500.00	-	0.0%
E4 Supplies and Printing	250.00	-	0.0%
E5 Supportive Contributions - Library	-	-	0.0%
E6 Supportive Contributions - Friends of the Dog Park	10,000.00	1,888.30	18.9%
E7 Miscellaneous	500.00	-	0.0%
Total Expenditures	<u>12,025.00</u>	<u>1,888.30</u>	15.7%
Net Change in Fund Balance	(510.00)	(1,784.38)	349.9%
Beginning Fund Balance	<u>16,604.03</u>	<u>16,604.03</u>	
Ending Fund Balance	<u>\$ 16,094.03</u>	<u>\$ 14,819.65</u>	92.1%

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