

**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