

**LAGUNA WOODS CIVIC SUPPORT FUND
BOARD OF DIRECTORS MINUTES
REGULAR MEETING
FEBRUARY 4, 2020
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: Carpenter, Hatch, Moore, Rothberg, Williams
ABSENT: Chong

STAFF: PRESENT: Macon, Trippy

3. PLEDGE OF ALLEGIANCE

Director Carpenter led the pledge of allegiance.

4. PUBLIC COMMENTS – None

5. BOARD OF DIRECTORS MEETING MINUTES

Moved by Vice Chair Hatch, seconded by Director Williams, and carried unanimously on a 5-0 vote with Director Chong absent, to approve the Board of Directors meeting minutes for the meeting on November 5, 2019.

6. ADMINISTRATIVE AND FINANCIAL STAFF REPORTS

CEO Macon reviewed fundraising programs to support “A Place for Paws” Dog Park and noted that the amenity sponsorship flyer is now available. The commemorative tile program flyer was included with the agenda packet; CEO Macon responded to questions about the planned use and distribution of the flyer.

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

CEO Macon noted that at an upcoming meeting, staff will ask the Board of Directors to authorize a payment to the City of Laguna Woods to offset “A Place for Paws” Dog Park maintenance costs.

Vice Chair Hatch requested that staff provide the Board of Directors with information regarding the City of Laguna Woods' costs to support the Civic Support Fund.

7. 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, as well as conceptual plans and renderings. The library is anticipated to open in June 2021 (tentative; subject to change).

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:

- Potential fundraising events – themed costumes, book tours, and author signings
- Potential strategies to fundraise for a “founders wall” program

Director Williams suggested that clubs be explicitly allowed to participate in a “founders wall” program at a \$150 contribution level and above.

Moved by Vice Chair Hatch, seconded by Director Williams, and carried unanimously on a 5-0 vote with Director Chong absent, to approve 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, generally consisting of the following:

Contribution levels:

- \$50 (non-business only)
- \$100 (non-business only)
- \$150 (non-business or club only)
- \$300 (business, non-business, or club)
- \$500 (business, non-business, or club)
- \$1,000 (business, non-business, or club)

Plaque design: Contributions will be recognized on a single bronze cast plaque with larger contributions appearing in larger font sizes. Plaque design to have a book-themed motif.

Timing: Contributions will be accepted through March 31, 2021. The plaque will be unveiled at the grand opening of the expanded Laguna Woods branch of the County of Orange's public library system.

Discussion included:

- A possible groundbreaking event with a fundraising component
- That businesses located both in and outside of Laguna Woods should be encouraged to participate in the “founders wall” program
- How to handle potential future sponsors of library-related amenities who would like to renew their sponsorships, but at lower levels than the levels of their present amenities
- Potential use of the new plaza area for fundraising events

While discussion occurred, the Board of Directors took no action regarding a potential amenity sponsorship fundraising program or a naming rights policy for the building that will house the

expanded Laguna Woods branch of the County of Orange's public library system. Both items will be re-agendized for further discussion and consideration of action in the future.

At members of the Board of Directors' request, CEO Macon stated that staff would return with additional information on naming rights policies used by other libraries and/or cities.

Discussion included:

- The 501(c)3 status of the Civic Support Fund
- The possibility of obtaining grants to support the library

8. BOARD OF DIRECTORS COMMENTS AND ANNOUNCEMENTS

Director Rothberg commented on the Golden Rain Foundation of Laguna Woods' plans for a nonprofit to raise money to support their programs.

Director Williams commented on an upcoming Black History Month event at City Hall and her daughter's invitation to speak at a literacy conference.

9. ADJOURNMENT

The meeting was adjourned at 4:21 p.m. The next regular meeting will be at 3:00 p.m. on Tuesday, March 3, 2020 at Laguna Woods City Hall, 24264 El Toro Road, Laguna Woods, CA 92637.



YOLIE TRIPPY, Secretary

Approved: June 2, 2020



CAROL MOORE, Chair