



# 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, April 6, 2021  
3:00 p.m.

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

#### **NOVEL CORONAVIRUS (COVID-19) NOTICE**

**Please consider participating in this meeting remotely.** Written public comments may be submitted via email ([contact@lwcivicsupportfund.com](mailto:contact@lwcivicsupportfund.com)) or by mail (Laguna Woods Civic Support Fund, 24264 El Toro Road, Laguna Woods, CA 92637), provided that they are received by the Laguna Woods Civic Support Fund prior to 3 p.m. on the day of the meeting. Written public comments may be read or summarized to the Laguna Woods Civic Support Fund Board of Directors at the meeting, and parties submitting comments should be aware that their email addresses and any information submitted may be disclosed or become a matter of public record. No party should expect privacy of such information.

**Please exercise caution when attending this meeting.** If you do attend this meeting, please maintain a distance of six feet or more between yourself and others, wash your hands with soap and water before and after the meeting, and refrain from handshaking and other physical contact.

#### **ABOUT THE LAGUNA WOODS CIVIC SUPPORT FUND**

The specific and primary purpose of the Laguna Woods Civic Support Fund is to raise and distribute funds to support programs, projects, and services of the City of Laguna Woods, as well as to function as a “friends of the library” group in support of the Laguna Woods branch of the County of Orange’s public library system.

1. CALL TO ORDER

2. ROLL CALL

Carol Moore, Chair  
Ryna Rothberg, Vice Chair  
Steve Carpenter

Ed Tao  
James Tung  
Fran Williams

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 briefly respond, provide references for factual information, request follow-up by staff, or schedule items for consideration at future meetings.

5. ADMINISTRATIVE AND FINANCIAL STAFF REPORTS

**Recommendation:** Receive and file reports from the Chief Executive Officer and the Chief Financial Officer.

6. FRIENDS OF THE LAGUNA WOODS OC LIBRARY

**Recommendation:** 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.

7. BOARD OF DIRECTORS COMMENTS AND ANNOUNCEMENTS

8. ADJOURNMENT

The next regular meeting of the Laguna Woods Civic Support Fund Board of Directors will be at 3:00 p.m. on April 6, 2021 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](http://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  
YOLIE TRIPPY, Secretary

4-2-21  
Date

*This page is intentionally blank.*



**CHIEF FINANCIAL OFFICER'S REPORT**  
**February 2021**

**Balance Sheet**  
as of February 28, 2021

Assets:

Checking - US Bank	\$ 7,951.61	
Total Assets	\$ 7,951.61	\$ 7,951.61

Liabilities and Fund Balance:

Liabilities:

Accounts Payable	\$ 3,289.07	
Total Liabilities	3,289.07	

Fund Balance:

Restricted - Dog Park	-	
Restricted - Library	2,654.47	
Assigned - Administrative Support	2,008.07	
Total Fund Balance	4,662.54	

Total Liabilities and Fund Balance	\$ 7,951.61	\$ 7,951.61
------------------------------------	-------------	-------------

**Revenues, Expenditures and Changes in Fund Balance -  
Budget vs Actual**

for the period July 1, 2020 through February 28, 2021  
(67% of Fiscal Year Elapsed)

	Budget	Actual	Actual % of Budget
Revenues:			
R1 Donations Restricted - Friends of the Library	\$ 10,000.00	\$ 272.00	2.7%
R2 Donations Restricted - Friends of the Dog Park	10,000.00	500.00	5.0%
R3 Donations Unrestricted	-	-	0.0%
R4 Fundraising	-	-	0.0%
R5 Grant Funding	-	-	0.0%
R6 Miscellaneous - City Support, Interest, Other	15.00	0.53	3.5%
Total Revenues	<u>20,015.00</u>	<u>772.53</u>	3.9%
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	12,383.00	-	0.0%
E6 Supportive Contributions - Friends of the Dog Park	10,000.00	3,355.05	33.6%
E7 Miscellaneous	500.00	-	0.0%
Total Expenditures	<u>24,408.00</u>	<u>3,355.05</u>	13.7%
Net Change in Fund Balance	(4,393.00)	(2,582.52)	58.8%
Beginning Fund Balance	<u>7,245.06</u>	<u>7,245.06</u>	
Ending Fund Balance	<u>\$ 2,852.06</u>	<u>\$ 4,662.54</u>	163.5%



### MEMORANDUM

At the March 2, 2021 Laguna Woods Civic Support Fund Board of Directors meeting, Vice Chair Rothberg commented on the potential for a custom leather bookmark fundraiser or giveaway. Per Vice Chair Rothberg's suggestion, staff evaluated the costs of purchasing bookmarks from Ameropean Corporation (reference images provided below).



The retail price of each bookmark ranges from at least \$2.50 to \$4.12 depending on the quantity purchased (see table below). To breakeven, each bookmark would need to be sold for the price identified as "Breakeven Cost Per Bookmark" in the table below, assuming that no additional monies were expended on flyers or other marketing to promote the sale. If monies were expended on marketing, the sale price would need to increase to cover those costs. Any fundraised amount would need to be charged in addition to the breakeven cost per bookmark.

Quantity	Cost Per Bookmark (including tax)	Shipping/Handling (estimates)	Breakeven Cost Per Bookmark (INCLUDES NO FUNDRAISING)	Total Purchase Price (INCLUDES NO FUNDRAISING)
<b>100</b>	\$3.88	\$24.00* confirmed	\$4.12	\$412.00
<b>150</b>	\$3.34	\$26.40	\$3.52	\$528.00
<b>250</b>	\$2.86	\$29.04	\$2.98	\$745.00
<b>350</b>	\$2.75	\$31.94	\$2.84	\$994.00
<b>500</b>	\$2.59	\$35.13	\$2.66	\$1,330.00
<b>1,000</b>	\$2.53	\$38.64	\$2.57	\$2,570.00
<b>2,000</b>	\$2.48	\$42.50	\$2.50	\$5,000.00

100 is the minimum order possible.

It was also suggested that bookmarks could be given away to large donors. In that case, the breakeven costs listed above would remain the Laguna Woods Civic Support Fund's costs.