



Meeting of the Board of Directors Minutes

Tuesday, August 9th, 2022 3:00 pm in person at the Priority Center Board Room and via Zoom

Minutes:

Welcome – Susan Crockett, Board Chair

Staff Attending: Lisa Fujimoto, Executive Director, Linda Sarabia, Controller, Bill Tornquist Chief Program Officer, Isabel Valdivia, Human Resources Director, Breanna Fernandez, Director of Special Events, Laura Henkels, Director of Corporate and Community Engagement, and Sonia Guzman, Executive Assistant.

Chairmen's Welcome Susan Crockett

- Welcome – Susan expressed being excited about taking this new position.
- Birthday OTHER Announcements
 - Kimberly Valley 07/17
 - John Hoefer 07/25
 - Bill Tornquist 08/23
 - Athena Wong 08/17
 - Isabel Valdivia 09/07
- Welcome to The Priority Center's newest Board of Directors member, John Hoefer.
- Welcome to a meeting guest, Jeremy Webb, a potential new Board of Directors Member.
- The Board of Director's Committees list has been updated and it will be emailed by Sonia Guzman.
- Board of Directors Meetings:
 - August 9th, 2022
 - October 11th, 2022
 - December 13th, 2022
 - February 14th, 2023
 - April 11th, 2023
 - June 13th, 2023
- The October 11th meeting must be in person at Hogi's office. A new strategic plan will be presented.

Executive Director Report - Lisa Fujimoto (12 Minutes)

- Meridith Baer Home-

Board of Directors

- X Susan Crockett
- X Colleen Rogers
- X Vanessa Dixon
- ☐ Paul Godby
- X Catherine Sorensen
- X Richard Swinney
- ☐ Don Kennedy
- X Roger Armstrong
- ☐ Abbas Gokal
- ☐ Alex Musetti
- X Alyson Yarberry
- ☐ Athena Wong
- X Debashish Chowdhury
- ☐ Ed Inal
- ☐ Gregory Washer
- X Hogi Kurniawan
- ☐ Jeff Shepard
- X John Hoefer
- X Kimberly Valley
- X Madison Spach
- X Marc Reich
- X Mark Clews
- ☐ Thomas Manakides

- Meridith Baer, a prestigious designer, has made approximately a quarter of a million dollars' worth of in-kind donation to renovate 7 rooms at CAST. Lisa proposed to make them one of the honorees at the Gala.
- Event Notes...
 1. Michael Kurland, Corporate Task Member and Marketing Committee member recently wrote and published a book and has a book signing sometime in early September at Barnes & Noble in HB. and some proceeds will benefit TPC. Let's support him. Once details confirmed I will email you all.
 - Lisa encourages the members of the Board of Directors to attend and support Michael Kurland during this event.
 2. Capital Group is putting together a benefit events through One OC:

A) Charity Challenge Team: For a team to be eligible we'll need 2 or 3 Capital Group associates while the remaining team members can be friends & family (up to 20 max). They will let us know once folks sign up for this great cause. If they build a team to compete in the Charity Challenge, maybe The Priority Center can bring in additional volunteers to help execute a fabulous project?

-Event runs from 8/1 through 10/7. Team will need to commit to performing a service project during this time period.

B) Community Cup:

-So far two Capital Group associates signed up to complete on **10/22** -one day corporate athletic event. We expect to fill this team (Capital Group associates only). The team will be competing against other local companies & nonprofits in hopes of winning the grand prize, \$5,000 to be awarded to the team's nonprofit partner.

 - Lisa thanks Paul Godby and his colleagues at Capital Group for their support.
 - Capital Group donates \$ 30,000 annually. \$ 5,000 goes to Gala and \$ 25,000 in a grant and now they are adding this new event to their support.
 3. Taste of Orange County hosted by Homestreet Bank & Chambers of Orange County Benefitting The Priority Center: October 20th 5:30-7:30 pm 17901 Von Karman Ave. Irvine CA Please try to attend.
 - Laura Henkels, through the support, direction and encouragement of Marc Reich has secured the Taste of Orange County. The Priority Center is the beneficiary of this event.
 4. TPC- Ready Set Learn Backpack Distribution: ABC7 gave \$5,000 towards the project, Ingram Micro gave \$5,000 towards the campaign. And Karina's backpack donated 250 backpacks and we received another 50 backpacks to distribute to basic needs and families in our programs during this meeting.
 - The Priority Center back pack distribution on August 12th, 2022. Thanks to Teresa Samaniego, an Advisory Board Member, who donated \$5,000 towards this project.
 5. Families Helping Families will be happening this year on 12/10/22
 - Please mark your calendars.
 6. Spark of Love Toy Drive will be on 12/17/22
 - The Priority Center was the major charity for this event last year.

- There are at least 8 other children's charities recruited for this year.

Program Highlight – Bill Tornquist (5 minutes)

- School Readiness Annual Program Audit
 - Claudia, new School Readiness Program Director, has done a wonderful job. The Priority Center scored 100% across the board in the recent County audit. The Priority Center has the exclusive contract with the County.
- Program Budget Increases
 - County has increased budget to \$70,000 for the Infant Toddler Program. First Five has recognized a higher need.
 - Children program is under \$790,000 extra. It makes our budget up to \$2.77 million. This adds 3 positions. Staff salaries have been bumped.
- Mental Health and Well Being Promotion
 - The Program replacing Outreach and Engagement. The Priority Center was interviewed on July 21st. Lisa, Bill and Linda were part of the interview. The County asked a total of 3 questions. The center is still waiting for a response on the County's decision.

Human Resource Update - Isabel Valdivia (7 minutes)

- Organization Chart
 - Updated Org. Chart.
 - Open Positions
 - Previously we had 16 positions open and currently we have 19. Most of the open positions in AIHCS have been filled except for one. As mentioned previously, the program has increased all the salary rates and we were able to recruit quickly pre-licensed and licensed clinicians.
 - School Readiness Program- 1 position has been filled.
 - Update on Marketing Position- One potential candidate.
 - Update on Development Manager- Challenging to fill.
 - Focus is to raise a ¼ of a million dollars a year.
 - Update on Major Gifts Officer- Still working to fill the position.
 - Focus on bringing gifts of \$10,000 and more.
 - Will report to Lisa
 - Lisa, Mr. Debashis and Ms. Catherine are working on the search to fill the position.
- Workers Comp Review-
 - In 2019, Experience Modification was at 271%
 - In 2020, Experience Modification was at 280%
 - In 2021, Experience Modification was at 155%
 - In 2022, Experience Modification is at 80%
 - Lisa introduced:
 - Breanna Fernandes (Director):
 - Promoted from Special Event Manager & Donor Relations to Director for Special Events & Donor Relations. The Development Manager will report to Breanna.

- Laura Henkels (Director):
 - Focus is in Corporate Relations and Community Engagement. Overseas the foundation grant process. The Grant Writer reports to Laura.
- Wylie Peremarti – not present
 - Promoted from Data Entry to Development Specialist. He now reports to Breanna Fernandez.
- Lisa overseas the Development team.

Finance Report –Paul Godby & Debashis (15 Minutes)

Linda Sarabia

- Debashis-
 - This is a strong year for Development.
 - Development is at or above budgeting.
 - Contracting Income as it relates to staffing is below.
 - This is the first year in 10 or 11 years that there has been, on a cash basis, a positive net income.
- **Cash Flow**
 - Debashis explained the cash flow for the restricted, unrestricted and days of cash on hand of the organization.
 - The organization is continuing to build a meaningful cushion and a safety net in terms of the financial stability of the organization by continuing to grow fundraising components to sit along side and compliment the cons of the contractual revenue.
- **P & L**
- **5 Year Financial Data on Income & Expense**
 - Contract Income has gone up 32% over the last five years.
 - 5-year ever-growing organization and helping children and families. The higher the organization grows the more families are helped.
 - Hogi to Lisa, would like to know where do we see the organization in 2023
 - Lisa is looking in to a very strong organization for this coming up year with some changes that need to be made:
 - Lisa would like to cut down the fundraising events and focus on the big revenue events.
 - Bringing the right staff with the right relationships to support the organization.
 - Building relationships with major donors and adding new board members to the Board of Directors.

Marketing Committee Update- Alyson Yarberry (5 Minutes)

- 40th Anniversary Campaign
 - Alyson Yarberry and Mark Clews are part of the Marketing Committee. It is substantial for the Center to be in business for 40 years in efforts of fundraising. The logos for the campaign are in progress. This campaign will be announced at the Golf Tournament on October 3rd. The kickoff for the 40th Anniversary Campaign is planned for December.

Fund Development Report – Marc Reich and Kimberly Valley Breanna Fernandez and Laura Henkels (15 minutes)

- **Athletic Challenge- has raised \$7,600 – Presented by Marc Reich**
 - Jeff Sheppard and Alex Mussetti- will set up the fundraising pages before next meeting- they collected \$25,000 last year.
 - Bobby Wei- Trainor at the YMCA- gave a donation of \$50.
 - This event does not require effort from the center. Susan Crocket sets up the web pages. This is free money.
- **Pickleball Tournament- Presented by Marc Reich**
 - This the second and might be the last Pickleball tournament.
 - Time consuming
 - Does not raise a lot of money.
 - Breanna shared:
 - Date: Sunday, August 14th from 1:00pm to 6:00pm
 - Location: The Tennis and Pickleball Club at Newport Beach
 - Have met and exceeded the goal of \$17,500. We have net raised \$19,912.
 - There will be a silence auction on line.
- **21st Annual Golf Classic Tournament- Presented by Marc Reich**
 - Event Details by Breanna Hernandez
 - Monday October 3rd.
 - Time: 9:30am Registration. 11am Shotgun Tournament 5pm reception
 - Location: Dove Canyon Golf Club, Trabuco Canyon
 - Have raised \$ 30,700. The revenue goal \$132,850 overall with a net of \$85,510
 - Sponsorship Opportunities- Presented by Breanna Hernandez
 - Levels:
 - Title Sponsor- \$25,000
 - Major Tee Sponsor- \$10,000
 - Golf Cart Sponsor-\$7,700
 - Fairway Sponsor- \$5,200
 - Classic Sponsor- \$3,200
 - Underwriting Opportunities- Presented by Breanna Hernandez
 - Contest Underwriter- \$5,200
 - Swag Bag Underwriter- \$5,200
 - Helicopter Underwriter- \$ 5,200
 - Food Underwriter- \$ 5,200
- **Multi-Event Sponsorship Packages- Presented by Kimberly Valley**
 - These packages are put together to avoid touching donors two or three times a year. Only one donation for several events. Each level offering money savings.
 - Levels:
 - \$7,500 Level- Valued at \$10,200
 - \$10,000 Level- Valued at \$ 15,200
 - \$20,000 Level- Valued at \$ 25,200
- **Annual Gala- presented by Breanna Hernandez**
 - **Event Details**
 - Date: Saturday, April 22, 2023
 - Event Location: Balboa Bay Resort
 - Event Theme: 40th year Anniversary

- Event Chair- Colleen Rogers
- 300 Attendees
- Looking for Committee Recruitment
- **Additional Events- Presented by Breanna Fernandez**
 - November – December
 - Tuesday, November 29th- Giving Tuesday & Year-End Giving Campaign
 - Saturday, December 10th – Families Helping Families Distribution Drive-Thru.
 - Ready Set Learn- Back to School Campaign
 - Now through August 19th.
 - Revenue Goal \$ 10,000
 - Revenue to date: \$ 7,725.00
 - I'm Here for You Campaign- Suicide Prevention Month in September
 - Online Campaign
 - Revenue Goal \$5,000.00
- **Comp. Report Mark & Kim**
- **Pipelines** Laura
 - **Family and Corporation Foundation Pipelines**
 - Laura is requesting the members of the Board of Directors to look at the 4th column to review if they have any relationships with the foundations.
 - **Grant Awards- presented by Laura**
 - Lisa shared:
 - The Priority Center received \$ 55,000. 00 for the month of July/August 2022
 - Warned Foundation donated \$25,000. 00
 - Larry Hoag donated \$30,000.00 – First Time Grant
 - Corporate Foundations:
 - Goal to get 10 Foundation Grant request per month.
 - Total Direct Gifts Received to Date: \$9,000.00
 - Corporate Targets:
 - Laura requested the Board Members to please let her know if they have any relationships with any of those corporations.
- **Development Needs** All

BOARD DEVELOPMENT – Madison Spach (3 Minutes)

- **New Candidate in process- Jeremy Webb**
 - Madison introduced Jeremy Webb and provided the Board of Directors with some valuable background information about Jeremy Webb.
 - Board Members excused Jeremy Webb to vote as a potential member of the Board of Directors.
 - Catherine Sorensen moved to approve that Jeremy Webb to join the Board of Directors.
 - Richard Swinney seconds motion
 - Unanimous vote- Motion Carries
 - Jeremy Webb was approved to become a board member, conditional on meeting the prerequisite board intake requirements and passing the live scan screening.

Consent Calendar / New Business- Sue Crockett (15 Minutes)

- Approval of Minutes for June 21st Board of Directors Meeting
 - Move to approve Kimberly Valley
 - Marc Reich Seconds Motion
 - Unanimous Vote- Motion Carries
- 2021-2022 HCA Compliance Training Certificates of Completion must be turned still need:
 - Vannesa Dixon : Certification has been completed.
 - Abbas Gokal
 - Don Kennedy
 - Thomas Manakides
 - Jeff Shepard
 - Athena Wong
- Next Meeting scheduled October 11th 3-5 pm location IN PERSON as we will be having the Strategic Plan presented. Please try to attend in person.

Closeout comments from Chair and Executive Board

Thanks to all the board members. Keep up the good work.

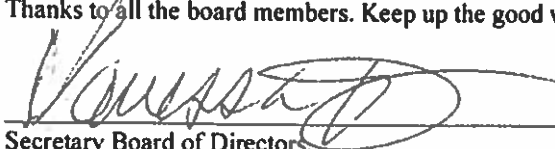
Secretary Board of Directors,
Vanessa Dixon

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Secretary Board of Directors,

Vanessa Dixon

