



The Priority Center

Ending the Generational
Cycle of Trauma

Board of Directors – Minutes December 6th, 2022 at 4pm

Attendance Summary – 14 of 23 Board members present, 9 absent, 0 guests, 8 Staff members

Board Member Attendees:

☐ Susan Crocket	☒ Alyson Yarberry	☒ Kimberly Valley
☒ Colleen Rogers	☐ Athena Wong	☒ Madison Spach
☒ Vanessa Dixon	☒ Debashis Chowdhury	☒ Marc Reich
☒ Paul Godby	☒ Ed Inal	☒ Mark Clews
☒ Catherine Sorensen	☐ Gregory Washer	☐ Thomas Manakides
☒ Richard Swinney	☒ Hogi Kurniawan	
☐ Don Kennedy	☐ Jeff Shepard	
☐ Roger Armstrong	☐ Jeremy Webb	
☒ Alex Musetti	☐ John Hoefer	

Staff: Lisa Fujimoto, Executive Director, Hope Manzanares, Chief Philanthropy Officer, 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.

Materials:

- Distributed at meeting
 - Board of Directors Report
 - Board of Directors Roster
 - The Priority Center's Committees
 - Calendar of Board of Director's meetings
 - Financial Audit (Draft)
- Emailed prior to the meeting
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MEETING PROCEEDINGS

WELCOME AND INTRODUCTIONS

Board Co-Chair, Colleen Rogers, opened the meeting at 4:15 pm by welcoming those in attendance.

EXECUTIVE DIRECTOR'S UPDATE

Lisa Fujimoto, Executive Director

- Thank you Debashis for hosting the meeting.
- Introduction and welcome Hope Manzanares, Chief Philanthropy Officer.



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- Thanks to The Anaheim Ducks for adopting 50 families for Families Helping Families and for recognizing The Priority Center and Lisa Fujimoto as a Community Champion. They donated a signed jersey that will be auctioned at the 2023 Gala. They also donated season tickets for their games.
- Thanks to Freddie George her support with The Families Helping Families event.
- Recognition to the Orange County Community Foundation for two grant awards; Marshal Fund \$15,000 and then matched by Don Thompson Family Foundation \$ 15,000 a total of \$30,000 granted.
- Debashis will be honored at the 2023 Gala. Debashis will be hosting The Priority Centers 1st underwriting party. Hoping to underwrite \$124,000.

PROGRAM HIGHLIGHTS-

Bill Tornquist, Chief Program Officer

- Adult Program bid submitted October 21st. We have been approved for 5 years. Currently negotiating for more funds.
- School Readiness program RFP was released 12/05 and it became public 12/06. The name has been changed to Prevention Services and Supports for Families. Same program for one million dollars. RFP is due January 9th.
- Basic Needs Program contract submitted October 7th. Still waiting for a response. Expecting to hear by the end of the year.
- Expiring Contracts:
 - Basic Needs- June 2023
 - Adult In-Home Crisis Stabilization - June 2023
 - School Readiness - June 2023
 - Infant Toddler – June 2023

HUMAN RESOURCE UPDATES:

Isabel Valdivia, Director of Human Resources

- Organization Chart. Hope has been added and Marketing Manager reporting to Lisa
- 17 Open Positions in November: (15 of 17 are Program positions)
 - G & A – 1
 - AIHCS – 5
 - School Readiness – 2
 - Infant Toddler – 1
 - CalWORKS – 2
 - CIHCS – 6
- Staffing Trend Chart as requested (Staffing Growth)
 - 2019
 - Group – 93 Staff
 - Development – 4 Staff
 - G&A – 36 Staff
 - 2020
 - Group – 106 Staff



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- Development – 4 Staff
- G&A – 32 Staff
- 2021
 - Group – 93 Staff
 - Development – 5 Staff
 - G&A – 36 Staff
- 2022
 - Group – 90 Staff
 - Development – 7 Staff
 - G&A – 37 Staff Some positions are covered by program funding and some positions are part time, explained Lisa Fujimoto, Executive Director and Linda Sarabia, Controller.

Hogi Kurniawan, Audit Committee Chair, explained that G&A costs is mostly covered by private funding.

FINANCE REPORT

Paul Godby, Finance Committee Chair

- Revenue:
 - Total Revenue Year to day Budget \$ 2,862,588
 - Year to Date Actual Revenue \$ 2,647,119
 - Year to Date Variance \$ (215,469)
- Expenses:
 - Total Expenses: \$ 206,944
 - Net Income (loss): \$ (8,525)
- Cash Flow:
 - Actual
 - Total Cash \$ 724
 - Unrestricted Cash \$ 724
 - Days Cash on Hand 31
 - Projection June 2023
 - Total Cash \$ 1,010
 - Unrestricted Cash \$ 1,010
 - Days Cash on Hand 43

AUDIT REPORT

Hogi Kurniawan, Audit Committee Chair, presented The Priority Center Financial Statements. Thank you, Linda Sarabia, Controller, for your great work.

- Private funding growth
 - 2021 – 9% of Total Revenue
 - 2022- 11% of Total Revenue
- Change in net assets:



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- 2021 Net of \$ 286,797 (this is including a PPP loan of \$404,637, if excluded, there would be a loss of \$120,000)
 - 2022 Net loss of \$ 83,817
- Statement of Functional Expenses
 - Total Support Services \$1,011,006 – Divide by total expense of \$ 9.1 million equals to 11% ratio. 11% of each dollar is essentially G&A.
 - 11% is remarkable

MARKETING COMMITTEE UPDATE

Alyson Yarberry, Marketing Committee Chair

- Currently waiting on content for the Annual Report
- First meeting for Marketing Committee 12/06
 - Developing a content calendar for 12 months that can be utilized across email, social media etc. It will be presented by the next board meeting.
- Lisa presented current projects from Marketing Manager:
 - Content for Annual Report
 - Social Media Calendar
 - 40th Anniversary Campaign
 - Media alert for Families Helping Families
- Lisa announced that we are in the process of rolling out a software program, Bloomerang. Anticipated to be in place by the end of December. This engine will facilitate with wealth screenings.

MAJOR GIFTS PHILANTHROPY

Hope Manzanares, Chief Philanthropy Officer, introduced herself to the Board of Directors.

- Currently working on a list of donors that have given in the last 5 years. The new program, Bloomerang will help with this report.
- Reported that a donor has committed to make a gift in January.
- Shared about a donor with great potential that adopted 14 families for families helping families.
- Presented Donor Confidential Form and the Legacy Form.

FUND DEVELOPMENT REPORT

Marc Reich, Fund Development Committee Chair presented

- Summary of Revenue
 - Encouraging the Board to participate in the Athletic Challenge
- Families Helping Families presented by Catherine Sorensen, Governance Committee Chair.
 - Thank you to Wylie who is doing a great job organizing the event.
 - Reported that it has been difficult getting volunteers.
 - Setting up for gift wrapping for the first time.
 - 240 families have been adopted – 803 total wish lists
 - In n Out donating 300 hamburgers.



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- Families adopted by 115 donors
 - Estimated in-kind value of donations: \$ 80,000 (800 lists x 100 per person)
- Breanna Fernandez, Director of Special Events, presented upcoming events.
 - Gala- Change of date from April 22 to April 1st. Goal is to raise \$200,000 Net. Committee: Colleen Rogers, Chair. First Meeting taking place 12/1/2022. Honorees: Individual-Debashis Chowdhury, Corporate- TBD, Wright Ford Young & Co. and possibly the Ducks, Foundations - Devto possibly. The Underwriting party on January 28th, 2023 at Laurel & Debashis home in Laguna Niguel. Colleen Rogers expressed her thanks to Debashis for hosting the party. Lisa informed the Board that an email has been sent to all the past chairs to attend the Gala. Sponsorship packets for the Gala will be ready by the end of December.
 - Pickleball – Sunday, May 7th on hold. Location will be that the Tennis and Pickleball Club at Newport Beach.
 - Golf Tournament – October 23, 2023 at the Dove Canyon Golf Club
 - Women of Priority Luncheon – Monday, November 3rd, 2023 at the VEA Newport Beach.
- Laura Henkels, Director of Corporate and Community presented the Corporate and Foundation relations report.
 - Corporate has raised a Total of \$41,445. Annual goal for Corporate Funding is \$165,000. We are at about 30% to the goal.
 - Corporate Task Force Update: Happy hour has been postponed by Marcia. There are 7 attendees as of 11/20/2022. 3 new members, Sunwest, Homestreet, Philips Tax Group. A document has been put together to hand out to any new members. Hope advised that she has met Honda, Hyundai and OC Trial Lawyers in the past. Thank you for Debashis for introducing Women in Investing. Lisa advised Laura and the Board that the L.A Lakers have committed to donate 25 tickets on December 16th.
 - **Foundations-** Annual goal \$ 225,000 currently at \$ 179,250 (very close to the goal)
 - Laura announced that a Database Development Assistant has been hired, Drew Palkovic, who will be assisting with the Bloomerang conversion. Drew is also working directly with Juan for the CRN
- Lisa informed the Board that for the Strategic Plan, she is working with a software program DOMO for dashboards. Goodwill, a non-profit organization, uses this software. Goodwill's CEO and Head of IT will be meeting with Lisa and The Priority Center's IT manager to assist in organizing the dashboards. Hoping to get it rolled out in January for the Strategic Plan in the five areas.

BOARD DEVELOPMENT

- Madison Spach, Board Development Committee Chair, announced that Lisa and him had lunch with Casey Roberts, who works for Cisco. Madison gave a brief history about Casey. He informs



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the Board that he would be a great asset for the Board. Per Lisa, Casey has a great understanding of philanthropy.

- Lisa announced that Casey Roberts and Michael Kurland will be proposed in the next Board meeting in February.
- Madison Spach proposed Freddie Georges to come back to the Board of Directors.
 - Madison Spach moved to approve that Freddie Georges to join the Board of Directors.
 - Catherine Sorensen seconds motion
 - Unanimous vote- Motion Carries
 - Freddie Georges was approved to become a board member.

CONSENT CALENDAR/ NEW BUSINESS- SUE CROCKETT

- Approval of Financial Audit
 - Move to approve Debashis Chowdhury
 - Paul Godby Seconds Motion
 - Unanimous Vote- Motion Carries
- Approval of Hope Manzanares as an additional bank authorized signer.
 - Move to approve Catherine Sorensen
 - Kimberly Valley Seconds Motion
 - Unanimous Vote- Motion Carries
- Approval of reviewed Second Amendment to agreement FCI-BN4-13 between Children and Families Commission (First Five) and The Priority Center to accept additional funding of \$110,660 for CalWORKs Home Visitation Program FY 2020-21.
 - Move to approve Kimberly Valley
 - Madison Spach Seconds Motion
 - Unanimous Vote- Motion Carries
- Approval of reviewed Third amendment for agreement FCI-BN4-13 between Children and Families Commission (First Five) and The Priority Center to increase budget by \$70,000 and adding one additional FTE effective FY 2022-23. Board approval to accept the additional funding.
 - Move to approve Vanessa Dixon
 - Debashis Chowdhury Seconds Motion
 - Unanimous Vote- Motion Carries
- Approval of reviewed fourth amendment for agreement FCI-BN4-13 between Children and Families Commission (First Five) and The Priority Center to increase funding for Infant Toddler services by \$50,000 to increase the maximum payment obligation for FY 2022-23 shall be \$1,028,000



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- Move to approve Paul Godby
- Marc Reich Seconds Motion
- Unanimous Vote- Motion Carries

- Approval of Minutes for October 11th, Board of Directors Meeting
 - Move to approve Richard Swinney
 - Ed Inal Seconds Motion
 - Unanimous Vote- Motion Carries

There being no additional business in the open portion of the meeting, the meeting was adjourned by Colleen Rogers, Co- Chair at 6: 05 pm.



Vanessa Dixon, Secretary of the Board of Directors

Minutes Approved - At the February 14th, Board of Directors planning meeting,

_____ moved, and _____ seconded, approval of these December 6th, 2022 minutes. The minutes were unanimously approved.

Vanessa Dixon, Secretary of the Board of Directors