

**SOUTHWESTERN COLLEGE FOUNDATION
MEETING AGENDA
Tuesday, April 28, 2015 ♦ 7:30 a.m. – 8:30 a.m.
LOCATION: BUILDING 210, ROOM 214**

1. **WELCOME / CALL TO ORDER – Ben Green**
2. **APPROVAL OF MINUTES – ACTION (Enclosure) – Ben Green**
 - A. March 24, 2015
3. **GOVERNING BOARD REPORT – Nora Vargas, SWC Governing Board Trustee**
4. **TREASURERS REPORT – (Enclosure) – Cynthia Reyna**
 - A. Update on the investment account from Richard Ina, UBS Financial Services
 - B. Financial Report March 2015
5. **ANNUAL FUND – Ben Green/Linda Gilstrap**
6. **COMMITTEE REPORTS – Ben Green**
 - A. Fundraising Committee
 - Golf Tournament 2015 – Patti Finnegan
 - Fall event, November 6, 2015 – Ricardo Macedo
 - B. Nominating Committee – (Enclosure) – **ACTION –Ruben Garcia/Jesse Navarro**
 - Renew David Hoffman term to May 2018
 - Consider the nomination of Hale Richardson to the Board of Directors. Nominated by Mitch Thompson.
7. **SUPERINTENDENT/PRESIDENT REPORT – Melinda Nish, Ed.D.**
8. **ADJOURNMENT – Ben Green**

Next meeting date: May 26, 2015

**Upcoming Events: Graduation May 29, 2015 @ SWC's Devore Stadium
SWCF Retreat, Saturday, July 11, 2015**

Item #2.A
3/24/15 Minutes

**SOUTHWESTERN COLLEGE FOUNDATION
MEETING MINUTES
Tuesday, March 24, 2015 ♦ 7:30 a.m. – 8:30 a.m.**

Present: Melyn Acasio, Chayo Moreno, Melinda Nish, Nora Vargas (departed meeting at 8:20 am), Ben Green, Linda Gilstrap, Ruben Garcia, Joe Martinez (arrived at 7:40 am), Cynthia Reyna, Hank Murphy, David Hoffman, Kimberly Grady, Jesse Navarro, Holly Hidingier (arrived at 7:50 am), and Lorena Victoria (arrived at 7:50 am)

Absent: Sofia Corona, Patti Finnegan, Mitch Thompson, Ricardo Macedo, and Jean Roesch

Recorder: Dawn Perez

1. WELCOME / CALL TO ORDER – Ben Green

The meeting was called to order at 7:37 a.m.

2. APPROVAL OF MINUTES – ACTION (Enclosure) – Ben Green

- A. Motion made by David Hoffman, seconded by Hank Murphy and unanimously approved to accept the minutes for February 24, 2015.

3. GOVERNING BOARD REPORT – Nora Vargas, SWC Governing Board Trustee

Trustee Vargas reported:

- All trustees agreed to participate in the Foundation's Annual Fund drive;
- Trustees Peraza and Vargas have been appointed to the college's legislative committee as co-chairs;
- A workshop on Career Technical Education is coming up.

4. TREASURERS REPORT – (Enclosure) – Cynthia Reyna

- A. Cynthia Reyna presented the financial report for February 2015.

5. ANNUAL FUND – Ben Green/Linda Gilstrap

A. Combined Federal Campaign (CFC) – **Ruben Garcia**

- Linda Gilstrap reported that the application is complete and ready for submission;
- There are 146,000 potential donors within the local CFC area;
- Discussion took place regarding administrative costs;
- Motion made by Jesse Navarro, seconded by Ruben Garcia and unanimously approved to submit the application this year.

B. CA State Employees Giving at Work Program (Our Promise) – **Linda Gilstrap**

- Linda reported that we just missed the deadline to submit an application, however the State program does not exclude an organization from participating.

6. COMMITTEE REPORTS – Ben Green

A. Executive Committee – **Ben Green**

- President's Report
 - SODA Awards–Ben Green reported that selection of SODA recipients just wrapped up.
 - Foundation Director's Retreat–Saturday, July 11, 2015 is set as the tentative date. An invitation will be extended to the Governing Board to join them for lunch.

B. Fundraising Committee – **Melyn Acasio**

- Golf Tournament 2015–currently there are 76 golfers; looking for a student to be a guest speaker; still taking donations for raffle/auction.
- Garden Party 2015–Friday, November 6, 2015 at the Westgate Hotel; committee needs to select a theme.

C. Planned Giving Committee – **Ben Green**

- Ben Green reported that Hugh Hyde, former college employee named SWC Foundation as a beneficiary to a life insurance policy in the amount of \$50,000. Mr. Hyde recently passed away.

D. Nominating Committee – **ACTION –Ruben Garcia/Jesse Navarro**

- Motion made by Ruben Garcia, seconded by Jesse Navarro and unanimously approved to renew Kimberly Grady's term to April 2018.

7. SUPERINTENDENT/PRESIDENT REPORT – Melinda Nish, Ed.D.

- CASE Conference-Newport Beach, CA March 5, 6 & 7, 2015—attended by Dr. Nish, Linda Gilstrap and Lillian Leopold (SWC's community relations director); Dr. Nish wants to bring forward ideas to encourage giving to the Annual Fund campaign at SWCF's April meeting.
- Establishing new positions has to go through program review. The Foundation executive director position has been included for the past 3 years. This year the position is in the top 3. Trustees are showing support if general fund monies are not used. Dr. Nish is suggesting using auxiliary funds. Accountability goals would be included. She is suggesting a 3 person shop to begin, which would include a full time executive director, a full time support person, and accounting support.
- "A Way With Words" Fundraising Proposal – (Enclosure)—SDICCA received this proposal for consideration and Dr. Nish is bringing it forward to SWCF for consideration. SWCF chose to pass on supporting this event because it is too close to our fall event. Some individuals may participate.
- Career Technical Education workshop being held on March 25th is open to the public.
- S/P Nish reported that Melyn Acasio was named a *Woman of the Year* by Assemblymember Lorena Gonzalez and was honored in a ceremony held at SWC.

8. ADJOURNMENT – Ben Green

The meeting adjourned at 8:40 a.m.

Item #4.B
Financial Report March 2015

SOUTHWESTERN COLLEGE FOUNDATION

FUNDS SEGREGATION REPORT

03/01/15 - 03/31/15

	Account Name	Fair Market Value as of March 1, 2015	Inflow	Outflow	Gain/(Loss)	Fair Market Value as of March 31, 2015

SOUTHWESTERN COLLEGE FOUNDATION

Statement of Financial Position

MARCH 2015

(UNAUDITED)

ASSETS

Checking/Savings			
Operating Account	\$	36,916.17	
Money Market Account		<u>45,503.71</u>	
Total Checking/Savings			\$ 82,419.88
Accounts Receivable			
Returned Ck Hernandez for SWCB 2010		<u>512.79</u>	
Total Accounts Receivable			512.79
Other Assets			
Marketable Securities			
Unrestricted		168,198.80	
Temporarily Restricted		<u>723,985.23</u>	
Total Marketable Securities			892,184.03
Total Other Assets			<u>892,184.03</u>
TOTAL ASSETS			\$ <u><u>975,116.70</u></u>

LIABILITIES & NET ASSETS

Total Liabilities			
Net Assets			
Temp. Restricted Net Assets		733,423.76	
Unrestricted Net Assets		215,927.52	
Net Income		<u>25,765.42</u>	
Total Equity			<u>975,116.70</u>
TOTAL LIABILITIES & NET ASSETS			\$ <u><u>975,116.70</u></u>

SOUTHWESTERN COLLEGE FOUNDATION

Profit & Loss

For The Nine Months Then Ended March 31, 2015

(UNAUDITED)

	<u>Mar'15</u>	<u>Year-to-Date</u>
Ordinary Income/Expense		
Annual Fund - Unrestricted	1,000.00	3,890.36
Annual Fund - Temporarily Restricted	0.00	550.00
Dividend/Interest - Unrestricted	520.38	5,201.50
Dividend/Interest - Temporarily Restricted	2,224.27	19,265.48
Realized gain/loss - Unrestricted	-3,578.46	-1,524.40
Realized gain/loss - Temporarily Restricted	-15,543.95	-4,484.17
Direct Public Contributions- Temporarily Rest.	56.00	642.00
Direct Public Contributions- Unrestricted	1,093.00	10,256.23
Total Income	<u>-14,228.76</u>	<u>33,797.00</u>
Gross Profit	-14,228.76	33,797.00
Expenses		
Students Scholarship Awards	3,000.00	9,703.69
Bank Fees	20.00	745.66
Campus Activities/Events	6,576.99	20,143.87
Outside Services	0.00	7,908.00
Stipends	200.00	1,300.00
Hospitality	0.00	162.75
Postage	0.00	19.60
Taxes and Fees	0.00	80.00
Investment Expense	-4.12	8,103.19
Membership & Dues	0.00	800.00
Total Expense	<u>9,792.87</u>	<u>48,966.76</u>
Net Ordinary Income	<u>-24,021.63</u>	<u>-15,169.76</u>
Other Income/Expense: Special Events		
2014 Golf Tournament		
Income	2,790.00	2,790.00
Expenses	-	(650.00)
Total 2014 Golf Tournament Income/Expenses	<u>2,790.00</u>	<u>2,140.00</u>
2014 Tea Event Income	-	38,795.18
Total Other Income/Expense: Special Events	<u>2,790.00</u>	<u>40,935.18</u>
Net Income	<u>-21,231.63</u>	<u>25,765.42</u>

Southwestern College Foundation
Temporarily Restricted Funds Accounts Detail - 03/01/15 - 03/31/15

Scholarship Funds

Account Description	FMV - 03/01/15	Inflow	Outflow	Gain/(Loss) -0.018	FMV - 03/31/15
♦ Athletic Endowment - 061	\$15,086.64			(271.56)	\$14,815.08
♦ CAN Scholarship - 032	\$142,938.57		\$0.00	(2,572.89)	\$140,365.68
♦ Douglas Barnhart Scholarship - 059	\$43,380.52			(780.85)	\$42,599.67
♦ Eastlake Company - 058	\$32,232.70		\$0.00	(580.19)	\$31,652.51
♦ Garden of Giving -037	\$80,370.19		\$3,000.00	(1,446.66)	\$75,923.52
♦ Jean Wear Scholarship - 056	\$7,225.14			(130.05)	\$7,095.09
♦ McMillin Companies - 052	\$35,177.74		\$0.00	(633.20)	\$34,544.54
♦ Metallic Scholarship - 016	\$13,780.11			(248.04)	\$13,532.07
♦ M. Watkins Scholarship - 036	\$15,953.54			(287.16)	\$15,666.38
♦ Otay Mesa Child Development - 044	\$18,442.32			(331.96)	\$18,110.36
♦ Tantalo/Conti Scholarship - 033	\$50,649.38		\$0.00	(911.69)	\$49,737.69
♦ Sarah Riker Scholarship - 046	\$5,620.71			(101.17)	\$5,519.54
♦ Hayden Stewart Scholarship - 034	\$111,585.90	\$6.00	\$0.00	(2,008.55)	\$109,583.35
♦ Valenzuela Scholarship - 055	\$17,088.59		\$0.00	(307.59)	\$16,780.99
♦ WalMart Scholarship -060	\$11,664.94		\$0.00	(209.97)	\$11,454.97
♦ SCEA Scholarship - 065	\$207.81		\$0.00	(3.74)	\$204.07
♦ Luckman Scholarship -066	\$6,667.28			(120.01)	\$6,547.27
♦ Lassman Scholarship - 054	\$15,199.76	\$0.00	\$0.00	(273.60)	\$14,926.16
♦ Carolyn Brady Fund - 053	\$117,032.89			(2,106.59)	\$114,926.30
Totals	\$740,304.71	\$6.00	\$3,000.00	-\$13,325.48	\$723,985.22

Program Accounts Pilot Program

Account Description	FMV - 03/01/15	Inflow	Outflow	Gain/(Loss)	FMV - 03/31/15
♦ SWC Retirees Scholarship Fund	\$1,750.00	\$0.00	\$0.00	\$0.00	\$1,750.00
♦ Micro Enterprise Family Child Care Program	\$1,250.00	\$0.00	\$0.00	\$0.00	\$1,250.00
♦ SSG Joshua P Mattero Memorial Fnd	\$632.69	\$0.00	\$0.00	\$0.00	\$632.69
♦ Presidents Circle	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00
♦ SWC Sun	\$800.00	\$25.00	\$0.00	\$0.00	\$825.00
Totals	\$5,432.69	\$25.00	\$0.00	\$0.00	\$5,457.69

Item #6.B

Hale Richardson Member Application/Bio.

April 28, 2015



MEMBER APPLICATION

PERSONAL INFORMATION

Name: Halé Richardson

Address: [REDACTED] City/State: Carlsbad CA Zip: 92009

Phone: [REDACTED] Cell: [REDACTED] E-Mail: [REDACTED]

Education: (school/degree): University of San Diego
BS Economics/minor Bus. Adm., MBA-Finance
Real Estate emphasis

Did you graduate from SWC? no If so, when? _____

Languages spoken: English, Farsi

Hobbies/Interests: Travel, architecture, all outdoor activities

Additional community organizations/activities: South Bay Community Services,
Save Their Lives Committee, San Elijo Hill Foundation, numerous
HOA Boards.

WORK INFORMATION

Employment: [REDACTED]

Position/Title: Director of Marketing & Communications

Address: [REDACTED] City/State: [REDACTED] Zip: [REDACTED]

Phone: [REDACTED] Fax: [REDACTED] E-Mail: [REDACTED]

Return completed application via fax, e-mail, or US mail to:

Southwestern College Foundation Nominating Committee
c/o Office of Institutional Effectiveness
900 Otay Lakes Road
Chula Vista, CA 91910
Fax: (619) 216-6713
E-mail to: dperez@swccd.edu

Halé Richardson – HomeFed Corporation (HOFD)

Halé Richardson is Director of Marketing for HomeFed Corporation and has been with the company for 19 years. She is responsible for strategic development and implementation of all marketing and communications for the company's master-planned communities as well as establishment and management of onsite sales and marketing operations. Integral to these efforts are market research, brand creation, and all mediums of advertising, public relations and promotional activities.

As a member of the core development team, Halé collaborates on visioning and design for new communities and is responsible for preparation of CA Bureau of Real Estate budgets, governing documents, and development annexation documents. She has worked extensively coordinating the sales and marketing of the company's land assets to both local and large national builders and manages their ongoing participation in master marketing programs throughout the sales process. She oversees management of the property owners associations for each of the company's communities and serves on these boards through the project life.

Halé holds a bachelor's degree in economics and an MBA with emphasis in real estate and finance from the University of San Diego. She is a licensed California real estate broker.

Projects/Markets:

- The Harbor Club: Luxury high-rise mixed-use towers (San Diego, CA)
- San Elijo Hills: 3,400-unit, master-planned community (San Marcos, CA)
- Ashville Park: 500-unit, master-planned community (Virginia Beach, VA)
- The Market Common: Lifestyle Shopping Center (Myrtle Beach, SC)
- SweetBay: planned 3,000-unit master-planned community (Panama City, FL)