

# *Tierrasanta* *Foundation*

## **FINAL MINUTES**

### **of the Board Meeting on Veteran's Day, November 11, 2009**

**at  
the Tierrasanta Community Information Center (TCIC)**

**Directors in attendance:** Eric Germain (TF President); Harry Duffield (TF Treasurer); Lee Campbell (TF Secretary, Tierrasanta Fire Safe Council (TFSC) Facilitator, Tierrasanta Community Council (TCC) director); B.J. McGuire (TCC director), Larry Murray (TCC director), Susan Deininger (Tierrasanta Village of San Diego (TVSD) executive director); Roy Colosimo

**Absent:** Aynn McGuire, Joyce Muinos (Tierrasanta Junior Womens Club (TJWC) president); Dick Rees (TCC director), Barbara Dubreville, Matt O'Brien, Scott Hasson (TCC president), Robyn Murray.

**Guest:** Crystal Trull –SWOT process consultant

The Chair called the meeting to order at 6:02 PM without a quorum present. No quorum was achieved, so all votes of this meeting must be confirmed by a quorum vote at the next meeting.

#### **Item 1a: Approval of Minutes from October 13, 2009**

A correction was noted to the 4<sup>th</sup> paragraph of the draft minutes to remove "a quorum of" was noted by Director Murray. Approval of the October minutes is postponed to the next scheduled meeting in January 2010.

#### **Item 2: Chair's Report**

The Chair announced the following:

1. He had attended the mayors November 10 meeting on a new city energy conservation program. Notes are available for interested parties.

2. Checks were available to be presented to organizations from proceeds of the Taste of Tierrasanta. He asked for volunteers to deliver the checks. The organizations and volunteers are listed below:

- a. Tierrasanta Little League – Director Colosimo,
- b. Tierracanyon Girls Softball – Director Colosimo,
- c. Tobey Wells YMCA – Director Colosimo,
- d. Pop Warner Football – Director Colosimo,
- e. Tierrasanta La Cross – Director B.J. McGuire,
- f. San Diego River Park Foundation – Director Campbell,
- g. Mission Trails Regional Park Foundation – Director Campbell.

3. The Mission Trails Regional Park (MTRP) Newsletter is available.
4. TVSD Tax Forms are available and passed on to Treasure Duffield.
5. Several thank you letters have been received for recipients of the Taste of Tierrasanta awards including:
  - a. Tierrasanta Library,
  - b. Director Roy Colosimo for the Tierrasanta Seniors Club,
  - c. Serra High School,
  - d. Tierrasanta Recreation Council for the TOT award and for the donation for the Celeste Weinsheim monument grant donation,
  - e. Miller Elementary School,
  - f. Friends of Tierrasanta Canyons,
  - g. Vista Grande Elementary School.
6. Checks have been received from Edward Jones Financial Advisors for the Tierrasanta Calendar Sponsorship amounting to \$110 which includes a coupon.

### **Item 3: Treasurer's Report**

The Treasurer presented TF finances. Treasurer Duffield also made note that several board members have not made meetings and it is hard to get a quorum.

President Germain took the action to compile a tally of attendance from previous minutes.

Director Deininger suggested that there be a policy limiting the number of absences to three as is the policy of other organizations.

### **Item 4: "SWOT" for the TF**

The Chair explained his reasons for proposing the TF contract out and conduct a Strengths, Weaknesses, Opportunities and Threats (SWOT) assessment. He then presented Ms Crystal Trull as the potential TF contract hire who could conduct and facilitate a SWOT event for TF.

Ms Trull presented her background and presented the SWOT concept for board consideration. She stated that an analysis is conducted to determine where an organization fits in the "landscape" of their business and community:

- are they filling a niche in the community (are the services we are providing relevant to the community)?
- are they providing service that is not being duplicated?
- how they can be proactive with opportunities that have not yet been captured?

These can be answered by understanding the weaknesses of the organization – what the organization is doing and why it is being done. To define relevance we need to define how we are providing the services, are they of interest to the community, do they make sense for our community, who else is providing these services to the community so then "why are we special". These things will need to be defined before we "ask for a dime".

Instead of being reactive, the tool helps identify how to be proactive and maximize manpower, finances and skills. The tool helps an organization to capture and focus on a few specific things that the organization does very well. Ms Trull can help the Foundation facilitate and offer guidance and from her

experience to help guide the Foundation to define a strategy – how to grow and what we want to accomplish.

She explained that a typical board's function is to provide overarching policy and to fundraise, and a SWOT helps clarify these duties. Ms Trull noted that failure to achieve a quorum was endemic in organizations where board members are less than fully committed. She said that in its simplest sense one's lack of participation in meetings should be a qualifier for one's further participation on the board.

Ms Trull's original proposal was for a 6-hour SWOT at a cost of \$850, but she could perform a streamlined 4-hr SWOT for a cost of \$600.

Secretary Campbell asked:

1. Does SWOT assume that we are organized in some fashion or does this do the organization for the Foundation? Ms. Trull responded that it does both – marketing, outreach, fundraising, etc.
2. Does it identify the need for written procedures? She responded that these would be captured in her report.
3. Does SWOT help identify how to identify the type of people we would want on our board? Ms. Trull responded that the SWOT is a part of strategic planning but the determination of selecting persons for the board would be an internal function of the board based upon defined marketing, outreach and funding goals. Further, 90% of non-profit boards are overarching policy makers and fundraisers. Boards should focus on maximizing the roles of these functions.
4. Will the SWOT assist in understanding writing grants say with a grant template? Ms. Trull's response was that having a grant template is only half the process; we must understand who we are addressing why we are asking and will the awarding of a grant to us will be a win-win for both. We need to know why we are fundraising, what do we need, how will we articulate this, and is it concise and inspiring enough to get the attention of granting community.
5. Will a report come from the SWOT effort? Ms. Trull responded that she would provide a report based on what we have said and provide recommendations for next steps from this.

Director BJ McGuire offered that a SWOT affords the board an opportunity to crystallize its thinking and achieve clarity of vision, and that it should be done on a recurring basis, perhaps once a year, as the board changes. This will eliminate ongoing debate, disagreement, different agendas, etc. Ms. Trull's response was that she agreed and that SWOT needed to be part of the planning each year and will bring consensus and define focus one issues. The SWOT document should be a living document like the budget.

Director Deininger stated that we have been together long enough as a board that we have a sense of each others differences in interests and opinions. Ms. Trull stated that with the different backgrounds and experiences, which is a benefit, we still need outside help with SWOT to have an objective outside influence because of the strong personalities within the Foundation.

Director Deininger asked, "If we know we know what we are doing, we know that we are special, and the community knows that they need us, then what would you do with us?" Ms Trull responded that she would ask for us:

- to identify our weaknesses, because funders will want to know our challenges;
- to understand the opportunities we want to go after, which will help us identify the manpower needed;
- to review the structure of our committees for strength;
- to verify the mission statement clearly articulates what we do;
- to verify that our message is consistent, so that the community not confused about what we do;
- to consider ourselves in terms of being a business.

Director B. J. McGuire mentioned his concern for having dedicated board members. Ms. Trull suggested that a policy needs to be defined for maintaining a board that has members who:

- attend,
- perform,
- do not have their own agenda that threatens the goals and purposes of the foundation,
- possess other characteristics based upon certain criteria that should be defined by a board member selection process.

Mr McGuire also asked if with a SWOT exercise is there an “x-y” axis and fill in the blank (for SWOT) components. Ms Trull stated that there is a variation that she provides that has internal from the board and external from her analysis – “looking from 360-degrees”.

The SWOT will help us define whether this issue is a weakness opportunity or a threat, but beyond that the process is an element of how we conduct our board meetings. The board must decide whether the SWOT results will be a reference or working document, or will it be filed away. The SWOT process will help facilitate what we want to do, but it is up to the board to create the policies and processes and enforce their use.

Ms Trull suggested that the board may want to form a small group to look into how we want to serve Tierrasanta and out of that understanding the roles and how the infrastructure should be set up. The Chair stated that this has been done and a presentation is available, but not everybody agrees with these concepts now and they want to do other things.

Additionally Ms Trull stated that 14 members, such as we have on our board is too many. We need quality not quantity. Warm bodies are not the answer.

Director Deininger stated that having people who want to be part of the process adds a component of diversity of ideas

The Chair asked, “How we will know if we are ready to undertake a SWOT”. Ms Trull stated, “If we get a lot of resistance or non-support, if we don’t have the money, or if there are other push-backs such as a board member with pet projects who must relinquish control (to the board if the project does not fit within the SWOT guidelines)”.

Most members agreed that a session to help focus the team would be beneficial.

Having not achieved a quorum for a formal vote, the Chair requested a straw poll of members present on the question of whether the TF would benefit from a SWOT event. The members voted 5 – 2 in favor. In comments afterwards several members opined that a SWOT may be a good idea but the timing was premature.

Director Murray suggested we explore some of the questions within the foundation first so we as a board know how we are leaning towards policy, goals, etc.

Director B.J. McGuire suggested that a firm dedicated board be established first.

Director Campbell suggested that the board do some homework on what a SWOT is and does.

Director Colosimo’s opinion was that TF needs a vision session first in order to better define the group’s primary goals, after which a SWOT would make sense.

Chair Germain, and Directors Deininger and Murray suggested that we schedule a special meeting to bring all new members and refresh the older members with what we want to do as an organization.

Motion: B.J. McGuire / L. Murray

The TF board agrees to form a Vision Committee to reconsider the TF's overall purpose and goals and to lay the groundwork for a possible SWOT event. The TF board appoints Director Larry Murray as committee chair.

Passed: 7 – 0

*Note: less than a quorum was present so this motion must be reconsidered at the next TF board meeting.*

The following members agreed to form the committee with Chair L. Murray: B.J. McGuire, Colosimo, Campbell, and Germain. It also was proposed that Director Muinos participate.

### **Item 5: Taste 2009 and 2010**

The Chair conducted several items of business:

- He inquired about the delivery of Taste checks and he handed out some of the remaining checks that need to be delivered.
- The board wants to recognize the participating restaurants from 2009.
  - Action: Director L. Murray agreed to prepare certificates for all 30 restaurants.
  - Action: Chair Germain agreed to provide a CD ROM with all of the logo artwork of the 30 restaurants.
- The Kiwanis Club requested 2010 distributions be split between the Club and the Foundation. TF agreed to this plan.
- The Chair provided an update on construction plans at Ascension Parish. These plans will impact Taste 2010 if constructions begin when the Church wants, which is currently identified as early June. President Germain suggested that the Lutheran Church may be an alternative.
  - Action: Director BJ McGuire agreed to check out the Armed Forces YMCA as a possible future venue for Taste.

### **Item 6: Oscars 2010**

Director L. Murray presented his plan for the Oscars event to occur on Mar 7, 2010. He proposes the event be held at Bellagio due to the ideal setup of the restaurant and due to the proprietor's offer of full support for the fundraiser. He proposes tickets for \$50 and he says Bellagio will charge \$25 for the three-course menu plus champagne. He will provide the start of a business plan shortly. The board offered its support for decisions taken to date.

### **Item 7: Tierrasanta 2010 Calendar**

Director Campbell announced calendars are for sale at the UPS Store, Submarina 2, Bellagio, and Hani Shatila's veterinary office. Calendars will be on sale before Christmas on several days at the Town Center. Campbell suggested that in the future we should be attempting to get more bulk sales from businesses.

### **Item 9: TF Policy on Grant Giving**

Director Campbell withdrew his motion appearing in the agenda and substituted it with a motion to form a committee to devise a new policy.

Motion: Campbell / Germain

The TF board agrees to form a policy committee to devise guidance for the TF when grant requests are made. The TF board appoints Director Campbell as committee chair.

Passed: 7 – 0

*Note: less than a quorum was present so this motion must be reconsidered at the next TF board meeting.*

The following members agreed to form the committee with Chair Campbell: Germain.

### **Item 10: TF-TCC Cooperation**

Director L. Murray recommended forming a committee to explore its relationship with the TCC and opportunities for future cooperation.

Motion: B.J. McGuire / Deininger

The TF board agrees to form a TF-TCC liaison committee to explore the TF's relationship with the TCC. The TF board appoints Director L. Murray as committee chair.

Passed: 7 – 0

*Note: less than a quorum was present so this motion must be reconsidered at the next TF board meeting.*

The following members agreed to form the committee with Chair Murray: B.J. McGuire.

### **Item 11: TVSD Report**

Director Deininger presented a year-end report (attached to these minutes). She announced the TVSD's Christmas party will be on December 5<sup>th</sup>.

### **Item 12: Concert in the Park Report**

Director B.J. McGuire reported on a grant request that was submitted to the City council office for approximately \$5600. Director Campbell reported that UPS Store and Bellagio are interested in being sponsors with a banner and a donation of approximately \$250.

### **Item 13: FireSafe Council Report**

Director Campbell reported that 8 people attended his well-regarded presentation. Farmers Insurance is looking to continue the presentations in the spring.

The TF Board Meeting was adjourned at 8:00 PM.

Approved:

Witnessed:

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President

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Secretary