

Minutes of AGF Board Meeting | Tuesday, December 7, 2010

Pursuant to call and notice of the meeting, Carol Peck called the meeting of the Board of Directors to order at 11:55 a.m. on Tuesday, December 7, 2010, at the Rodel Charitable Foundation of Arizona, 6720 N. Scottsdale Road, Suite 380, Scottsdale, AZ.

Directors present included Carol Peck, Jerry Wissink, Mary Jane Rynd, Gene D'Adamo, Karen Fisch, Jack Jewett, Lydia Lee, Pat Miles, Ed Portnoy, Barbara Ryan, and Merl Waschler. Barbara Poley and Sharon Foltz participated via conference call. Marissa Theisen, Lindsay Mitchell and Tom Torretta were also present. Carol Peck chaired the meeting and Tom Torretta acted as secretary.

Carol Peck asked the board to introduce themselves for the benefit of the board members on the phone. Carol also welcomed Lindsay Mitchell, who is AGF's new VISTA volunteer.

Approval of Minutes

Carol Peck asked for a motion to accept the board minutes from the August 8 and October 12, 2010 meetings.

Upon a motion by Lydia Lee and a second by Pat Miles, the board approved the minutes of the August 8 and October 12, 2010 board meetings.

Coaching Consultant

Carol reported that the board officers (Jerry Wissink, Mary Jane Rynd and Carol Peck) were very impressed with Marcia Sharp who facilitated the AGF strategic planning process. Given her excellent communications expertise, the officers decided to engage Marcia Sharp to provide coaching for Marissa Theisen to help her strengthen her skills and strategies for understanding, engaging, and supporting the Board and its leadership more effectively. Carol acknowledged the great work Marissa has done and hopes the coaching will help her reach the next level. Marcia's fees will be capped at \$6,000, with \$3,000 expended in 2010 and \$3,000 in 2011.

Review of AGF Financial Statements

Mary Jane Rynd stated that she had reviewed the AGF financials and found everything to be in order. She mentioned the \$10,010.10 grant which AGF made to New Global Citizens is the reason the AGF year end budget is projected to finish with a deficit.

Discussion/Action Items

Approval of 2011 Budget – Finance Committee

Mary Jane Rynd led this discussion by first thanking her committee members: Tom Avery of the Catholic Community Foundation, Roy Pringle of St. Luke's Health Initiative and Don Snider of the Flinn Foundation. She stated they worked diligently to put the budget together and were satisfied with the result. Marissa Theisen pointed out that the budget projected a deficit of

just over \$8,000 but most of that resulted from the fact that nearly \$8,000 in 2011 dues was actually received in 2010. She expected that this budget shortfall would disappear in 2012.

Mary Jane explained that AGF had a healthy reserve fund balance of \$300,000 which could be used to cover this type of cash flow issue. Carol Peck stated it was important for AGF to maintain a healthy reserve fund balance, especially in these challenging economic times. Gene D'Adamo asked about the \$3,000 Public Relations line item. Marissa explained that was the amount budgeted for Rhonda Bannard or another consultant to help us market our annual event. Jerry Wissink inquired about the net member change anticipated in 2011. Marissa explained that we assume we will keep the members we currently have and are projecting an additional \$2,500 in dues revenue from new members.

Marissa emphasized that overall expenses in 2011 will remain flat except for the Grantmakers In Aging (GIA) EngAGEMENT program. She explained that AGF will be receiving a two year \$15,000 matching grant from Grantmakers In Aging. Four AGF members will provide the matching funds. Marissa expects to hire a consultant by the end of the year to manage this project.

Ed Portnoy asked about the Dues, Subscriptions line item. Marissa explained that line item is primarily used to cover membership dues for the Forum of Regional Association of Grantmakers and the Alliance of Arizona Nonprofits.

Upon a motion by Jack Jewett and a second by Barbara Ryan, the board approved the 2011 budget.

Approve 2011 AGF Officers

Carol Peck called for the board to approve the officer slate for 2011-2012. The slate listed Jerry Wissink as Chair, Barbara Ryan as Vice-Chair and Mary Jane Rynd as Secretary/Treasurer. The board reviewed the slate and unanimously approved it.

Information Items

President/CEO's Report

Format of President Report

Marissa Theisen briefly reviewed the new format for the President Report which provides an historical listing of activities for each strategic goal and highlights in bold accomplishments since the last board meeting.

2010 Giving Report

Marissa mentioned that the 2010 Giving Report was nearly complete and invited Lindsay Mitchell to show the board a draft of the layout. Marissa explained that she had hired Chris Brennan, a colleague of Susan Forrest to conduct the research, using a similar process to that used for the 2008 report. The research results indicate that total foundation assets in Arizona remained constant between 2006 and 2008 which is encouraging given the precipitous drop in the U.S. stock market in 2008. Marissa said she would email to board members a copy of the

draft report in the next few weeks and invited them to review the data for accuracy, especially relating to their own organizations. She mentioned that she expected to send copies of the report to foundation and civic leaders throughout the state and invited board members to suggest names to add to our mailing list. One board member suggested that we explore various story angles which might allow us to maximize media coverage. Marissa will work with the Phoenix Business Journal, the AZ Republic and others to get the word out about the report and invited board members to suggest story ideas or to approach their media contacts directly.

Dues Renewal Process

Marissa reported that the dues notices have been mailed and dues revenue is starting to come in.

Membership Satisfaction Survey Results

Marissa reported that 47 members completed surveys this year, an increase of 7 over last year. These represented nearly 50% of AGF's member organizations. A comparison of survey results from 2009 and 2010 indicates an increase in all categories. Overall membership satisfaction has increased from 4.3 out of 5 to 4.7. Regarding the top issues cited in the report, members ranked education highest, followed by poverty, and then health care. In terms of the preferred grantmaking topics, members ranked nonprofit capacity and sustainability first, followed by maximizing grant impact. When asked to rank which of eight possible roles were most important for AGF to pursue, members indicated all were essentially equally important, with leadership on statewide issues receiving a rating of 5.09 and communicating on behalf of philanthropy receiving the lowest rating of 4.06.

One board member suggested that staff include the number of people answering each question on the charts next year. This way, the board can see how many people answered each question.

Committee Reports

Membership

Barbara Ryan reported on the most recent committee meeting. The committee has been focusing on outreach and has a targeted focus. Karen Fisch spoke with Arizona Foundation for Women, and they said they were not able to pay dues for 2010, but plan on "re-joining" in 2011. Karen has also been trying to meet up with JoAnn Holland of Wells Fargo, who is a new member who isn't yet engaged. They haven't been able to connect yet.

Barbara Ryan will meet with Nancy Baldwin of the Hickey Family Foundation (who recently joined) and the D-Backs. She will also circle back with Intel.

Karen Fisch stressed to the board that each board member is an ambassador for AGF, and they should share the value and benefit of membership with prospects.

The board discussed the Alumni/Ambassador concept as a way to recruit retired or former grantmakers into AGF. Board members agreed they could be valuable members. After some

discussion the board decided the committee should determine the name of the group and the appropriate dues amount to charge for this type of membership and make recommendations to the board at the Feb. 15 meeting.

The board agreed with the committee's recommendation that AGF not open up membership to professional advisors, but that they could be invited to programs as guests of current members.

Program Committee

Pat Miles recapped the past and upcoming programs for the remainder of 2010 as well as the tentative 2011 schedule. One of the tentative 2011 programs listed was a summer social event, possibly at a sporting event like a Diamondbacks game. Several members commented that holding an event in a box suite can be expensive and parking is often a hassle. They suggested AGF consider holding a social/networking meeting at a nonprofit venue like the Children's Museum or Musical Instrument Museum.

Pat stressed the importance of inviting foundation trustees to AGF programs to help educate them as well as to get their perspective.

Pat also reported that the committee was comfortable with AGF reducing the number of general programs to five or six per year, particularly since AGF is planning on increasing the number of affinity groups in 2011. Attendance figures over the past two years indicate membership appears to prefer the more targeted affinity groups. Marissa added that the member satisfaction survey results also indicate the membership is comfortable with reducing the number of regular programs to six per year.

Special Events Committee

Gene D'Adamo reported the committee had a lively meeting on December 1. He noted that feedback regarding the event was great, the speaker, Craig Kielburger was great and the event was very successful. He stated that while the committee had little involvement, Marissa Theisen and Tom Torretta did a great job pulling off a successful event.

Gene reported that the committee looked closely at the attendance figures and sources of underwriting and noticed that the majority of attendees were AGF members and their friends and that the majority of underwriting came from AGF members. Thus the committee questioned if this event was really fulfilling its intended purpose of educating the public or was AGF really "holding a party for ourselves." The board began to explore whether or not the event was worth doing - if the \$21,000 in net profits justified the extensive staff time or might there be another activity that was more consistent with AGF's strategic plan. Several members expressed positive feelings about sponsoring an event that targets young people. The counter argument several members raised was if focusing on youth (encouraging philanthropy and volunteerism) might be taking AGF off track. After some discussion, the board decided that the special events committee should work with the strategic planning committee to clarify the purpose of the event and evaluate how the event fits the future strategic direction of AGF.

Strategic Planning Committee

Jerry Wissink reported that Barbara Ryan has agreed to chair the strategic planning committee. He pointed to the draft strategic goals which were crafted to reflect the feedback from both the focus groups and the board strategic planning retreat, and then invited comments. The board discussed some of the ideas highlighted in the draft document. Jerry Wissink suggested the idea of the AGF board meeting with the Alliance of Arizona Nonprofits board, once the results of their survey on nonprofits is complete. After some discussion of other ideas, the board agreed that while the three major goals seemed appropriate, more time was necessary to reach consensus on what additional objectives AGF should include in its strategic plan and which to table.

The board decided that the strategic planning committee should meet prior to the February board meeting to discuss the strategic plan in more depth and determine whether or not the special event fit with AGF's strategic goals. The chairs of the Special Event committee agreed to participate. The Strategic Planning committee will prepare recommendations for the board at the February 15 meeting, and if appropriate, the primary focus of the February meeting would be a full board discussion of the strategic plan. The Strategic Planning committee members include Barbara Ryan, Gene D'Adamo, Karen Fisch, Lydia Lee, Marissa Theisen and Tom Torretta. Marissa mentioned Lois Savage was interested in being involved. Additional committee members are welcome.

There being no further business to discuss, Carol Peck called for a motion to adjourn.

The board agreed to adjourn the meeting at 1:25 pm.

Minutes approved by:

Dr. Carol Peck, Board Chair

Date