

Minutes of AGF Board Meeting | Tuesday, October 11, 2011

Pursuant to call and notice of the meeting, Jerry Wissink called the meeting of the Board of Directors to order at 12:00 p.m. on Tuesday, October 11, 2011, at the BHHS Legacy Foundation, 2999 N. 44th Street, 6th Floor Conference Room, Phoenix, AZ.

Directors present included Jerry Wissink, Mary Jane Rynd, Gene D'Adamo, Belen Gonzalez, Jack Jewett, Pat Miles, and Steve Seleznow. Clint Mabie and Barbara Poley attended via teleconference. Marissa Theisen, Lindsay Mitchell, and Tom Torretta were also present. Jerry Wissink chaired the meeting and Tom Torretta acted as secretary.

Jerry Wissink thanked everyone for their involvement on the board and committees.

Approval of Minutes

Jerry Wissink asked for a motion to accept the minutes from the board meeting on August 10, 2011.

Upon a motion by Gene D'Adamo and a second by Pat Miles, the board unanimously approved the minutes of the August 10, 2011 board meeting.

Review of AGF Financial Statements

Mary Jane Rynd reported on the current financials of AGF. Based on guidance of AGF's accountants, the budget to actual report has been slightly reformatted. The report now reflects the Grantmakers in Aging revenues and expenses as a separate class, which is the proper way to record these. She reported that everything looks good, while noting that year end revenues are expected to be lower than budgeted because AGF is not holding its special event.

Upon a motion by Steve Seleznow and a second by Gene D'Adamo, the board unanimously approved the AGF Financial Statements.

Board Self-Assessment Surveys

Jerry Wissink reported that there were 12 board assessment surveys completed. He thanked everyone for participating and reported that the Governance Committee will review the results and report back to the board at the December 6th board meeting.

Board Nominations

Belen Gonzalez first recognized Kerry Blume for all the work she did coordinating the governance committee, researching and locating potential new board members and getting the new slate of officers together. AGF is losing 4 board members this year. They include Lydia Lee, Kerry Blume, Merl Waschler and Jack Jewett.

Belen noted that the nominees were picked based on AGF's policies, and reflect the desired board diversity. The current nominees for the 2012 election include Sandi Perez with Delta

Dental Foundation of Arizona, Samantha Cowan with the United Way of Northern Arizona, Kim VanPelt with St. Luke's Health Initiatives, and Cathy McGonigle with the Flinn Foundation.

The board discussed the idea of grooming future potential board members by placing them on committees.

Upon a motion by Pat Miles and a second by Gene D'Adamo, the board unanimously approved the Board Nominees.

Marissa Theisen and Tom Torretta will send the board election ballots to AGF members prior to the December 15 Annual meeting.

AGF's Communications Plan

Lindsay Mitchell provided an overview of the communications plan she has worked on this year. She mentioned that the plan focuses on three target audiences - AGF members, prospective members, and the community/people interested in philanthropy. She outlined some of the work she has done with social media, blogging, and marketing. Lindsay also shared that, in addition to the communications plan, she will be producing a corresponding communications manual that will give detailed instructions of the tactical steps needed to successfully implement the plan.

Jerry Wissink thanked Lindsay for all of her work and asked that the board review the communications plan, share it with their communications staff and then be ready to approve it at the next board meeting in December.

AGF Office Move

The board discussed the opportunity for AGF to move back into the Arizona Community Foundation offices. Steve Seleznow shared the advantages he sees with the move and highlighted some of the key features of the new space. He emphasized that ACF was eager to bring AGF and SVPAZ back into their space and that the rent amount is negotiable. The board agreed that the pros of the move outweigh the cons. It was the consensus of the board that Marissa meet with ACF and SVPAZ to work out the final details but indicated they did not want to compromise either AGF or Social Venture Partners by making a unilateral decision at this time. The board did agree that even if SVPAZ decides not to move, that AGF should still make the move. Steve Seleznow will meet with Terri Wogan of SVP and then jointly with Marissa Theisen and Terri to work out any concerns. Marissa mentioned that AGF needs to provide the landlord 120 days notice before they can move. Thus AGF probably would not move until the end of February at the earliest.

AGF Retreat Results

Marissa Theisen briefly reviewed the findings of the board retreat. She stated that while many possible earned income strategies had been identified, she felt they should be presented to the Fund Development committee to be further vetted. The Fund Development Committee, after reviewing the earned income strategies, suggested that most would be difficult and time consuming to actualize and would be unlikely to produce significant revenues. For example,

they felt that AGF does not have sufficient traffic on its website or sufficient readers of its reports to attract advertising dollars, especially in this highly competitive market.

Instead, the committee members recommended that AGF focus on securing additional funds from current members who haven't historically given grants. In addition, the Fund Development Committee recommended that staff provide AGF members with concrete examples of sponsorship and underwriting opportunities to get them involved and more engaged. For example, members may want to sponsor the research, design and printing of the Giving Report, Business Giving Workbook or Professional Directory.

The Fund Development Committee also liked the idea of asking the Arizona Community Foundation's Donor Advised Funds (DAF's) for support grants. AGF staff prepared a letter for ACF to consider sending to their DAF's. Steve Seleznow reported that he and his staff are in discussions about the best way to approach their DAF's.

The board discussed next discussed the content of the fund raising letter. One member stressed that AGF members should be encouraged to recognize that they are part of something bigger than their organization and dues. The board also discussed the idea of giving members specifics about how much additional funding will be required and for what purposes.

Gene D'Adamo stated he would work with Karen Fisch to craft a letter for AGF's Corporate Funders and asked AGF staff to send him a revised draft. The board agreed that, rather than send two letters, the fundraising letter should be incorporated into the 2012 membership dues renewal process.

Affinity Group Guidelines

Belen Gonzalez led the discussion regarding the proposed affinity group guidelines. While board members were generally in agreement with the guidelines, one point of controversy was whether or not to require that all affinity groups generate a minimum amount of funding in order to be considered an official AGF sponsored group.

After some discussion, the board decided that AGF staff should survey members to determine how much they would be willing to pay to sponsor an affinity group and/or to participate as a member of a group.

Marissa and Tom will work on putting together average costs and staff time commitments associated with running an affinity group. They will also include funding affinity groups as an option on the fundraising letter.

Committee Reports

Due to time constraints, the committee reports were abbreviated.

Membership Committee

Marissa Theisen reported that Honeywell will be rejoining in 2012, and that Clint Mabie has secured the commitment of the United Way of Tucson and Southern Arizona to join AGF in 2012.

Program Committee

Belen Gonzalez reported that the committee has agreed to the following topics for 2012 so far:

January – Shared Measurement

March – Joint AGF/ASU Lodestar Conference

May – State of Arizona – Foundations and Nonprofits

Other Ideas – Morrison Institute and AZ’s Centennial – Baby Boomers and Latinos

General Announcements

Marissa Theisen reminded the board of the Joint AGF/Alliance of AZ Nonprofits board meeting scheduled for November 2 from 10:00am – 12:00pm at St Luke’s Health Initiatives.

She also mentioned the next board meeting will be December 6th and the annual meeting will be December 15th. Roger Hughes has agreed to be the speaker for the annual meeting.

There being no further business to discuss, Jerry Wissink called for a motion to adjourn.

The board agreed to adjourn the meeting at 1:45 p.m.

Minutes approved by:

Jerry Wissink, Board Chair

Date