

AGENDA
SPECIAL MEETING OF THE EASTVALE
COMMUNITY FOUNDATION BOARD

Wednesday, January 2, 2013

6:30 P.M.

City Hall, 12363 Limonite Ave. Suite 910, Eastvale, CA 91752

1. CALL TO ORDER: 6:30 p.m.

2. ROLL CALL/PLEDGE OF ALLEGIANCE:

Board Members: Stuart Williams, Yvonne Benitez, Al Nassar, Eren Cello,
Julie Reyes and Jeff DeGrandpre.

3. ADDITIONS/DELETIONS TO THE AGENDA:

4. PRESENTATIONS/ANNOUNCEMENTS:

At this time, the Eastvale Community Foundation may recognize citizens and organizations that have made significant contributions to the community.

None

5. PUBLIC COMMENT/CITIZEN PARTICIPATION:

This is the time when any member of the public may bring a matter to the attention of the Eastvale Community Foundation that is within the jurisdiction of the Board. The Ralph M. Brown act limits the Board Member's ability to respond to comments on non-agendized matters at the time such comments are made. Thus, your comments may be agendized for a future meeting. The Board Members may discuss or ask questions for clarification, if desired, at this time. Public comment is limited to two (2) minutes each with a maximum of six (6) minutes.

6. CONSENT CALENDAR:

6.1 Minutes – December 4, 2012 Special Meeting.

Recommendation: Approve the minutes from the Special Meeting held December 4, 2012.

7. NEW BUSINESS ITEMS:

Public comment will be called for each non-hearing item. Please keep comments brief so that everyone who wishes to speak has the opportunity to do so. After public comment is closed, you may not further speak on the matter unless the Board requests further clarification of your statement. Public Comment is limited to two (2) minutes with a maximum of six (6) minutes.

7.1 **Grant Program Update.**

Recommendation: Discuss outreach and make duty assignments.

7.2 Youth Recreational Scholarship Application.

Recommendation: Receive and File.

7.3 Joint City Council Workshop Preparations.

Recommendation: Discuss items and issues to bring up at the Joint Meeting with the City Council on January 9, 2013.

8. OLD BUSINESS ITEMS:

Public comment will be called for each item. Please keep comments brief so that everyone who wishes to speak has the opportunity to do so. After public comment is closed you may not further speak on the matter unless the Board requests further clarification of your statement. Public comment is limited to two (2) minutes with a maximum of six (6) minutes.

8.1 Spark of Love Event Recap.

Recommendation: Discuss outcome of event.

9. BOARD MEMBER COMMUNICATIONS:

(Committee Reports, Agenda Items, Meeting Requests and Review etc.)

This is an opportunity for the Board Members to report on their activities, to bring a matter to the attention of the full Board and to request agenda items. Any matter that was considered during the public hearing portion is not appropriate for discussion in this section of the agenda. NO ACTION CAN BE TAKEN AT THIS TIME.

10. ADJOURNMENT:

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City of Eastvale. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

POSTING STATEMENT:

I, Ariel Berry, Assistant City Clerk or my designee hereby certify that a true and correct, accurate copy of the foregoing agenda was posted on December 20, 2012, twenty-four (24) hours prior to the meeting per Government Code 54954.2.

12363 Limonite Ave. Suite 910, Eastvale, CA 91752

Rosa Parks Elementary School 13830 Whispering Hills Drive

Eastvale Library, Roosevelt High School, 7447 Cleveland Ave.

MINUTES
SPECIAL MEETING OF THE EASTVALE
COMMUNITY FOUNDATION BOARD
Tuesday, December 4, 2012
8:30 A.M.

City Hall, 12363 Limonite Ave. Suite 910, Eastvale, CA 91752

1. **CALL TO ORDER:** 8:33 a.m.

2. **ROLL CALL/PLEDGE OF ALLEGIANCE/INVOCATION:**

Board Members present: Stuart “Jeff” Williams, Yvonne Benitez, Al Nassar, Julie Reyes and Jeff DeGrandpre.

Board Members absent: Eren Cello.

Staff Members present: City Manager Jacobs, Public Information Officer Nissen and Assistant City Clerk Berry.

3. **ADDITIONS/DELETIONS TO THE AGENDA:**

Minutes from the Regular Meeting on October 2, 2012 were added to the agenda.

4. **PRESENTATIONS/ANNOUNCEMENTS:**

There were no presentations or announcements.

5. **PUBLIC COMMENT/CITIZEN PARTICIPATION:**

None

6. **CONSENT CALENDAR:**

6.1 **Minutes – October 25, 2012 Special Meeting and October 2, 2012 Regular Meeting.**

Recommendation: Approve the minutes from the meetings held October 25, 2012 and October 2, 2012.

Motion: Moved by DeGrandpre, seconded by Williams to approve the minutes as presented.

Motion carried 5-0-1, with Cello absent.

7. NEW BUSINESS ITEMS:

7.1 Financial Report.

Recommendation: Receive and File.

A verbal report was provided by Board Member Reyes. She stated that the bank account balance was \$601.99. She went on to speak about the e-waste collection event that had been held. She felt that having the event last until the early afternoon would increase the number of people making donations. The outcome of the event was still being evaluated and the amount of money to be received was not yet known.

7.2 Marketing/PR Report

Recommendation: Discuss Press Release and City of Eastvale Web Page.

A verbal report was provided by Board Member Nassar. He stated that Jermaine Richards with Design Lingo was anxious to get the Foundation's website running. He stated that the website's template was ready and they were just waiting to put in content. It was anticipated that the website would be ready by the end of January. The web address would be eastvalefoundation.org. Board Member Nassar stressed the fact that everyone needed to focus on the website, and social media, to get information out to the residents.

7.3 Hockey Night Fundraiser Recap.

Recommendation: Receive and File.

Board Member Nassar provided a recap of the event and provided a breakdown of the associated costs and the amount of money made on the event. He stated that he was disappointed in the sale of tickets done by the Board and hoped to have better turn out in the future.

7.4 E-Waste Event.

Recommendation: Discussion.

This item was covered by Board Member Reyes earlier in the meeting.

7.5 Spark of Love Event Overview and Assignments.

Recommendation: Discussion.

There was discussion about the event and duties of each Board Member. The duties were divided as follows:

Board Member Williams: Parking, contact Eastvale Banners for donation of vinyl banner, meet with Eastvale Police for traffic control, and contact Rock Stars of Tomorrow for possible performance.

Board Member Reyes: Announcement flyer, sponsorships, contact Albertson's for donation of cookies, cups, napkins and stirrers, contact Yogurtlicious for hot cocoa, and candy cane donation.

Board Member Nassar: Work with Eastvale Fire Station on location set-up, water bottle donation, meet with Eastvale Police for traffic control, provide and set up sound system, contact Eastvale churches, contact Roosevelt High School Choir for possible performance, create schedule of performers, and work with volunteer for vendor booths.

Board Member Benitez: Letters to Santa craft table, acquire changeable traffic message boards, and arrange for Eastvale Cheerleaders to perform.

Board Member DeGrandpre: Contact Home Depot for Christmas Tree donations.

City Manager Jacobs suggested that someone contact CVS Pharmacy to inquire about whether they could send an employee over to take photos of the children with Santa, and then residents could go to the CVS Pharmacy to purchase the photos. Public Information Officer Nissen would contact the store.

7.6 **Grant Program Update.**

Recommendation: Receive and File.

Board Member Nassar stated that he had contact several recreational organizations in regards to the scholarships available but had received little to no feedback.

Board Member Benitez suggested that the information be pushed out to families through the school.

City Manager Jacobs suggested looking into the possibility of targeting the children that are eligible to receive free lunches.

There was discussion about attending the upcoming low-cost and free health care clinic that the school district was hosting. The Board Members were to put together information and application packets and have them available at the event.

Board Member Reyes was to contact Bill Newberry at the Corona-Norco Unified School District to arrange for a booth at the event.

There was a consensus of the Board to approve the press release regarding the recreational scholarships for distribution.

7.7 Goals for 2013.

Recommendation: Discuss and set goals for 2013.

Board Member Nassar announced that there would be a Joint Workshop meeting with the City Council on January 9, 2013. He stated that he felt the Board needed to continue with the easy fundraisers at Baskin Robbins, Corky's Kitchen, and Yogurtlicious.

There was discussion regarding the Joint Meeting with the City Council. The Board would request that the City Council consider appointing business owners and experts to the Foundation Board.

7.8 Accountabilities.

Recommendation: Discuss and set accountability measures for each Board Member.

This item was addressed earlier in the meeting.

8. *OLD BUSINESS ITEMS:*

There were no Old Business Items.

9. *BOARD MEMBER COMMUNICATIONS:*

Board Member Williams expressed the importance that checks received by the Foundation be deposited into the Foundation's bank account immediately. Board Member Reyes stated that any Board Member that received a check had access to the bank account to deposit monies.

City Manager Jacobs inquired about whether or not thank you cards were being sent to individuals or companies that participated in fundraisers or provided a donation.

There was discussion about putting together letter head and envelopes for the Foundation to send out thank you notes. Board Member Reyes was going to follow up and ensure that thank you notes were sent to all past donors.

There was discussion about how to use Community Development Block Grant funds for administrative needs.

There was a brief discussion about the possibility of printing the Eastvale Logo on stickers, that could be sold as a fundraiser for the Foundation.

10. *ADJOURNMENT:*

There being no further business, the meeting was adjourned at 9:52 a.m.



City of Eastvale
Eastvale Community Foundation Agenda
Staff Report

MEETING DATE: JANUARY 2, 2013

TO: BOARD MEMBERS

FROM: YVONNE BENITEZ, BOARD MEMBER

SUBJECT: GRANT PROGRAM UPDATE

RECOMMENDATION: DISCUSS OUTREACH AND MAKE DUTY ASSIGNMENTS

BACKGROUND:

The Eastvale Community Foundation has received funding from Riverside County and the City of Eastvale, in the form of a Community Development Block Grant, to provide low-income residents with youth recreational scholarships.

DISCUSSION:

To date no inquires have been received. Additional outreach is needed to get the scholarship information out to the local schools.

FISCAL IMPACT:

None.

ATTACHMENTS:

None

Prepared by: Ariel Berry, Assistant City Clerk, City of Eastvale
Reviewed by: Carol Jacobs, City Manager, City of Eastvale



City of Eastvale
Eastvale Community Foundation Agenda
Staff Report

MEETING DATE: JANUARY 2, 2013

TO: BOARD MEMBERS

FROM: ARIEL BERRY, ASSISTANT CITY CLERK, CITY OF EASTVALE

SUBJECT: YOUTH RECREATIONAL SCHOLARSHIP APPLICATION

RECOMMENDATION: RECEIVE AND FILE

BACKGROUND:

The Eastvale Community Foundation has received funding from Riverside County and the City of Eastvale, in the form of a Community Development Block Grant, to provide low-income residents with youth recreational scholarships.

DISCUSSION:

To date there has not been a specific application available to potential applicants interested in the recreational scholarship opportunity. The information supplied to potential applicants has been the Self-Certification form provided by the County, used to determine if the family meets the low-income requirement, and an information sheet explaining the income limits. The attached application will provide additional information to the applicant, as well as the Foundation. The application can be used to allocate funds to the appropriate agency providing the recreational activity, and can be used to gather statistics for the population served by the program.

FISCAL IMPACT:

None.

ATTACHMENTS:

1. Scholarship Application

General Information

The Eastvale Community Foundation is a non-profit organization, selected and created by the Eastvale City Council, which raises money for programs and scholarships in the City of Eastvale.

The Eastvale Community Foundation is offering scholarships for low-income residents, which will be distributed to programs in the City of Eastvale, and only residents of the City of Eastvale are eligible to apply. The scholarships will be used to fund sports programs, art camps and any other type of youth recreational opportunity.

Scholarships will be granted to the organizations directly for the benefit of the individual participant, after they have completed the application process and met the eligibility requirements.

Submittal Requirements

1. **Application for Scholarship**
2. **Self-Certification Form (Income Certification)**
3. **Proof Of Residency**
4. **Proof of Income**

Please review the included "FY 2012 Income Limits Documentation System" for income limits.

Recreational Scholarship Program



Eastvale Community Foundation
12672 Limonite Ave. Suite 3E #408
Eastvale, CA 92880
951-361-0900

Scholarship Application

Print name of person completing this application

ADULT (HEAD OF HOUSEHOLD)

First Name: _____ Last Name: _____ DOB: _____

Daytime Phone: _____ Cell Phone: _____ Email: _____

Street Address: _____ City: EASTVALE State: CA Zip Code: _____

Number of Youth in Household: _____ Have you received a recreational scholarship in the past? Yes/No

CHILD #1

First Name: _____ Last Name: _____ DOB: _____

Daytime Phone: _____ Cell Phone: _____ Email: _____

Street Address: _____ City: EASTVALE State: CA Zip Code: _____

Recreational Activity Requested: _____ Amount Requested: _____

CHILD #2

First Name: _____ Last Name: _____ DOB: _____

Daytime Phone: _____ Cell Phone: _____ Email: _____

Street Address: _____ City: EASTVALE State: CA Zip Code: _____

Recreational Activity Requested: _____ Amount Requested: _____

I understand that the purpose of this scholarship is to assist with financial hardship, and that I will be required to provide proof of income upon application:

Signature (Adult/Head of Household)



City of Eastvale
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Staff Report

MEETING DATE: JANUARY 2, 2013

TO: BOARD MEMBERS

FROM: YVONNE BENITEZ, BOARD MEMBER

SUBJECT: SPARK OF LOVE EVENT RECAP

RECOMMENDATION: DISCUSS OUTCOME OF EVENT

BACKGROUND:

The Eastvale Community Foundation held a Spark of Love Toy Drive at the Eastvale Fire Station on December 16, 2012.

DISCUSSION:

The objective was to gather toys for less fortunate children in the Eastvale community. It appeared that numerous toys were gathered, however, without the proper marketing of the event, not a large amount of visitors attended. In the future, flyers should be sent out to schools for prior notice and banners should be displayed to encourage community participation.

FISCAL IMPACT:

None.

ATTACHMENTS:

None

Prepared by: Ariel Berry, Assistant City Clerk, City of Eastvale
Reviewed by: Carol Jacobs, City Manager, City of Eastvale