

**AGENDA**  
**SPECIAL MEETING OF THE EASTVALE**  
**COMMUNITY FOUNDATION BOARD**

**Tuesday, July 9, 2013**

**6:30 P.M.**

**Eastvale Community Center, 13820 Schleisman Road, Eastvale, CA 92880**

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

**2. ROLL CALL:**

Board Members: Yvonne Benitez-Ontiveros, Kelly Howell, Sharyn Link, Al Nassar, Julie Reyes, Chris Riley, Jonathan Shardlow, Chidi Ugwueze, Luis Vargas, and John Yanni.

**3. PRESENTATIONS/ANNOUNCEMENTS:**

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

3.1 Presentation – Introduction of newly appointed Board Members.

**4. 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.***

**5. CONSENT CALENDAR:**

5.1 **Minutes – June 4, 2013 Regular Meeting.**

Recommendation: Approve the minutes from the Regular Meeting held June 4, 2013.

**6. 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.***

6.1 **Update on Non-Profit Tax Status**

Recommendation: Receive Verbal Report from Board Member Reyes.

**6.2 Regular Meeting Schedule.**

Recommendation: Change Meeting date to the third Monday of each month, beginning at 6:30 pm, to be held at Rosa Parks Elementary.

**6.3 Update - JCSD Liaison**

Recommendation: Receive Verbal update from Board Member Link.

**6.4 Donation of Books on History of Eastvale.**

Recommendation: 1) Accept donation of 50 “A Brief History of Eastvale” books from author, Loren Meissner. 2) Request City Manager to direct City staff to coordinate book signing activities Loren Meissner and Kim Jarrell Johnson.

**6.5 Participation in Neighborhood Watch Event**

Recommendation: 1) Participate in the Neighborhood Watch Kick-off Event 2) Coordinate Foundation board members to staff the Foundation’s table and distribute materials at the event.

**6.6 Eastvale Community Foundation Strategic Plan.**

Recommendation: Review and Discuss.

**6.7 Establishing Merchant Account with Citizen’s Business Bank.**

Recommendation: Move to take action in regards to establishing a Merchant Account with Citizen’s Business Bank.

**6.8 Business Plan and Growth Ad-Hoc Committee.**

Recommendation: Move to create a Business Plan and Growth Ad-Hoc Committee and appoint members.

**6.9 Grant Ad-Hoc Committee.**

Recommendation: Move to create a Grant Ad-Hoc Committee and appoint members.

**6.10 Website.**

Recommendation: Receive update.

**6.11 Finance Ad-Hoc Committee.**

Recommendation: Move to create a Finance Ad-Hoc Committee and appoint members.

**6.12 Finance Report.**

Recommendation: Receive and file.

**7. 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.*

**7.1 Update – Jersey Mike’s Fundraiser.**

Recommendation: Receive Update

**7.2 Update – Eastvale Night at the Quakes.**

Recommendation: Receive Update.

**7.3 Update – Golf Tournament.**

Recommendation: Receive Update.

**8. 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.*

**9. 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 M. Hall, Assistant City Clerk or my designee hereby certify that a true and correct, accurate copy of the foregoing agenda was posted on July 3, 2013, seventy-two (72) hours prior to the meeting per Government Code 54954.2.

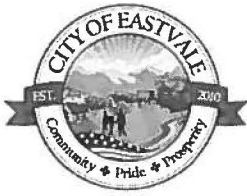
12363 Limonite Ave. Suite 910, Eastvale, CA 91752

Rosa Parks Elementary School 13830 Whispering Hills Drive

Eastvale Library, Roosevelt High School, 7447 Scholar Way

City of Eastvale Website, [www.eastvaleca.gov](http://www.eastvaleca.gov)





# City of Eastvale

## Community Foundation Meeting Agenda

### Staff Report

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**MEETING DATE: July 9, 2013**

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#### ***1. CALL TO ORDER***



# City of Eastvale

## Community Foundation Meeting Agenda

### Staff Report

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**MEETING DATE: July 9, 2013**

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## **2. ROLL CALL**



# City of Eastvale

## Community Foundation Meeting Agenda

### Staff Report

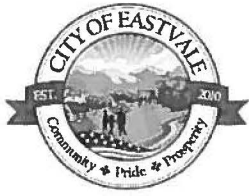
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**MEETING DATE: July 9, 2013**

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### **3. *PRESENTATIONS/ANNOUNCEMENTS***

**3.1 Presentation – Introduction of newly appointed Board Members.**



# City of Eastvale

## Community Foundation Meeting Agenda

### Staff Report

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**MEETING DATE: July 9, 2013**

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#### **4. PUBLIC COMMENT/CITIZEN PARTICIPATION**

**MINUTES**  
**REGULAR MEETING OF THE EASTVALE**  
**COMMUNITY FOUNDATION BOARD**

**Tuesday, June 4, 2013**

**6:30 P.M.**

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

**1. CALL TO ORDER:** 6:34 p.m.

**2. ROLL CALL:**

Board Members present: Yvonne Benitez-Ontiveros, Al Nassar, Chris Riley and Sharyn Link.

Board Members Absent: Julie Reyes

Staff Members present: Assistant City Clerk Hall.

**3. PRESENTATIONS/ANNOUNCEMENTS:**

There were no Presentation/Announcements.

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

There was no Public Comments/Citizen Participation.

**5. CONSENT CALENDAR:**

**5.1 Minutes – May 7, 2013 Regular Meeting.**

Recommendation: Approve the minutes from the Regular Meeting held May 7, 2013.

**Motion: Moved by Riley, seconded by Link to approve the May 7, 2013 minutes as presented.**

**Motion carried 4-0-1 with Reyes absent.**

**6. NEW BUSINESS ITEMS:**

**6.1 Jersey Mike's Fundraiser Event.**

Recommendation: Receive Update.

There was discussion regarding the event. The event would be held on June 19<sup>th</sup>, Board Member Nassar was to complete a flyer for the event.

There was also discussion regarding Jersey Mike's interest in being a sponsor for the Golf Tournament, but Board Members stated they preferred not to have food donations, due to the Golf Course rules.

Board Member Riley would contact Jersey Mike's to inquire about having a table at the restaurant during the June 19<sup>th</sup> event to sell tickets for the Golf Tournament.

Board Member Nassar stated that he had the Foundation t-shirts that had been printed previously and that the volunteers helping out the Foundation should receive one for free and wear the shirt while volunteering. He also brought in the interest/survey cards that had been printed previously.

## 6.2 **Music in the Parks Booth.**

Recommendation: Discuss Potential Participation.

There was discussion on the price to have booth at the Picnic in the Park event. The cost would be \$175 plus a deposit. A commitment and completed application needed to be submitted by June 14<sup>th</sup>.

There was additional discussion regarding the possibility of volunteering hours at the event to cover the price of the booth.

There was discussion regarding what to have at the booth for the event, and how many volunteer hours would be required to cover the event.

Board Member Link had created a volunteer sign-up sheet and provided it to Board Member Benitez-Ontiveros to use when gathering volunteers.

**Motion: Moved by Link and seconded by Nassar to submit application by June 14<sup>th</sup> to have booth at the Picnic in the Park.**

**Motion carried 4-0-1 with Reyes absent.**

There was discussion regarding having a "give-away" at the event, using an Easy-Up, having balloons, and Golf Tournament Flyers at the booth.

There was discussion regarding who would be taking responsibility for making the event happen. Board Member Link stated that she would be coordinating it and Board Member Benitez-Ontiveros would be in charge of the volunteers.

## 6.3 **Finance Report.**

Recommendation: Receive and file.

This item was removed from the agenda.

## 7. **OLD BUSINESS ITEMS:**

### 7.1 **Update – Volunteers.**

Recommendation: Discuss plan for the recruitment of volunteers for both the Golf Tournament and future events.

There was discussion on producing a flyer to recruit volunteers and also doing a raffle for Golf Tournament entries at the Picnic in the Park event to gather interest.

Board Member Nassar stated that the credit card machine should be available at the Picnic in the Park event to receive sign-ups for the Golf Tournament and he would follow up with Board Member Reyes.

### 7.2 **Grant Update.**

Recommendation: Discuss Follow-up on dispersement of remaining grant funds and process of putting together a thorough After Action Report.

Board Member Nassar stated that the Board needed to perform the After Action Report for the Grant and would like to find out what the City Council's preference would be for the following years potential grant.

There was discussion on the previous year's grant process.

There was discussion on future Foundation meetings that could address the After Action Report.

The July 2<sup>nd</sup> meeting would be cancelled. A Special Meeting would be held on July 9<sup>th</sup> 6:30 pm to discuss regular business. A Special Meeting would be held on July 16<sup>th</sup> at 5:30 pm to discuss the Grant and perform the After Action Report.

### 7.3 **Event Update – Golf Tournament.**

Recommendation: Receive Update.

Board member Link reported that a donation of \$500 was received from CR Lawrence, and a \$1500 sponsorship was promised from San Antonio Hospital. Donations were also promised from Tequila 88, Miche Bags, Party Lite & 2 Sisters Gourmet.

There was discussion regarding the potential golfers registering for the event, currently there were 22 golfers committed to register, but not paid.

It was asked that the City add all Board Members' email addresses to the City's webpage for the Foundation.

Board Member Nassar added that The Joint would also be sponsoring the event, and he was working with the Angels, Dodgers, and Disney to get donated prizes for the Silent Auction.

Board Member Nassar went on to state that he had been working with Jermaine (a resident) on creating the Foundation's own webpage.

Board Member Link suggested that the Board send out confirmation emails to all individuals who express interest in volunteering, and then create an email list to send out a once a month newsletter type email to keep all potential volunteers involved.

Board Member Nassar stated that the Board should send out a press release to the Eastvale Community Newspaper regarding the upcoming Golf Tournament, and added that the Foundation would be receiving \$200 in donations for the tournament from his businesses.

#### **7.4 Event Update – Quakes Game.**

Recommendation: Receive Update.

There was discussion regarding the selling of tickets and having flyers at the Picnic in the Park event.

There was additional discussion regarding the need to promote the dinner at the Golf Tournament.

The possibility of having a computer with internet access available to purchase tickets for the Quakes Game at the Picnic in the Park event was discussed.

There was discussion on potentially having a written agreement with the Chamber regarding the joint event. It was stated that there were 500 tickets available and the profit would be \$4 per ticket sold, which would be split 50/50 between the Chamber and Foundation.

#### **7.5 Update – New Foundation Board Members Selection Process.**

Recommendation: Receive Update.

There was discussion regarding recommendations and the Ad Hoc Committee. There could only be 2 members on an Ad Hoc Committee now due to the lack of Board Members, as well as discussion regarding the Foundation's requirement to have a minimum of 7 members. Two additional members needed to be appointed by the City Council as soon as possible. The needs of the Board were discussed including law, finance and various other skill sets.

Board Members Riley and Benitez-Ontiveros would coordinate the recommendations to the City Council.



The Board Members asked that the City put up a notice asking for volunteer applications on the City website.

**8. BOARD MEMBER COMMUNICATIONS:**

Board Member Riley stated that the Foundation needed to be consistent in sending out communication to the public. He suggested a newsletter type publication once the Foundation's website was up and running.

There was discussion regarding the Foundation's website. Additionally, the Foundation had a portion of the Chamber of Commerce's website dedicated to the Foundation. Board Member Riley would be in charge of updating that site.

Board Member Link asked for an update on the Foundation's tax status. She stated that it had been brought to her attention that the Foundation's EIN number did not show up with the IRS when searched. She went on to discuss the various issues with the Foundation's tax status, and stated that City Staff had offered to provide service to the Foundation free of charge to fix the tax situation.

Board Member Nassar stated that he would follow up on the issue with Board Member Reyes.

Board Member Link went on to state that an annual calendar needed to be put together for the Board, with information on required filings that needed to be completed, as well as the need to develop a master budget to include annual expenses.

There was discussion regarding the need for Board Members that have specific skill sets.

Board Member Benitez-Ontiveros asked that City Staff send out an email to all Board Members when mail arrives at City Hall for the Foundation.

There was discussion regarding the ability of all Board Members to make deposits into the Foundation's bank account. Board Member Riley was given checks to deposit.

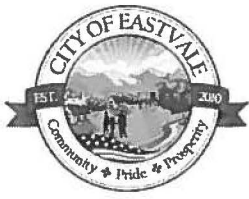
**9. ADJOURNMENT:**

There being no further business, the meeting was adjourned at 8:15 p.m.

**Motion: Moved by Nassar, seconded by Link.**

**Motion carried 4-0-1 with Reyes absent.**

*Prepared by Office Assistant Katrina Aragon  
Reviewed/Edited by Assistant City Clerk Ariel Hall*



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

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**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: BOARD MEMBER JULIE REYES**

**SUBJECT: UPDATE ON NON-PROFIT TAX STATUS**

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**RECOMMENDATION: RECEIVE VERBAL REPORT**

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**City of Eastvale**  
**Eastvale Community Foundation Agenda**  
**Staff Report**

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**MEETING DATE: JULY 9, 2013**

**TO: BOARD MEMBERS**

**FROM: CAROL JACOBS, CITY MANAGER**

**SUBJECT: REGULAR MEETING SCHEDULE**

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**RECOMMENDATION: CHANGE MEETING DATE TO THE THIRD MONDAY OF EACH MONTH, BEGINNING AT 6:30 P.M., TO BE HELD AT ROSA PARKS ELEMENTARY SCHOOL**

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**BACKGROUND:**

The Eastvale Community Foundation currently meets in the Eastvale City Hall's Conference Room on the first Tuesday of each month, at 6:30 p.m.

**DISCUSSION:**

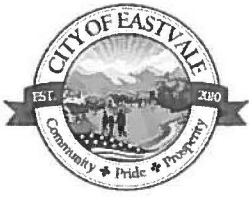
Recently, the Eastvale Community Foundation's Board has been expanded. Additionally, some public members have begun to attend the meetings and the activities of the Foundation are gathering more interest in the community. In order to accommodate the additional people present at the meetings, it has been asked that the meeting location change to a larger, and more formal, venue. Rosa Parks Elementary School is where the City holds its City Council and Commission meetings. The room used for these meetings is available on the third Monday of each month at 6:30 p.m., after the Public Safety Commission meeting.

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

None.



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

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**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: BOARD MEMBER SHARYN LINK**

**SUBJECT: JCSD LIAISON**

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**RECOMMENDATION: RECEIVE VERBAL UPDATE**

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# City of Eastvale

## Eastvale Community Foundation Meeting Agenda

### Staff Report

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**MEETING DATE: JULY 9, 2013**

**TO: EASTVALE COMMUNITY FOUNDATION**

**FROM: MICHELE NISSEN, PUBLIC INFORMATION OFFICER**

**SUBJECT: HISTORY OF EASTVALE BOOK AND FUNDRAISING  
OPPORTUNITY FOR THE FOUNDATION**

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**RECOMMENDATION: 1) ACCEPT DONATION OF 50 "A BRIEF HISTORY OF EASTVALE" BOOKS FROM AUTHOR, LOREN MEISSNER. 2) REQUEST CITY MANAGER TO DIRECT CITY STAFF TO COORDINATE BOOK SIGNING ACTIVITIES WITH AUTHORS LOREN MEISSNER AND KIM JARRELL JOHNSON.**

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#### **BACKGROUND:**

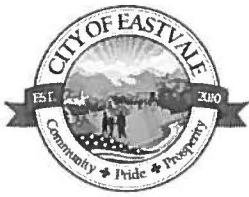
Mr. Loren Meissner and Ms. Kim Jarrell Johnson contacted City Hall in September 2012 to share with the City that they were writing a book entitled "A Brief History of Eastvale" to be published through History Press. Since that time, the City's Public Information Officer has remained in contact with Mr. Meissner and Ms. Jarrell Johnson to provide them with photos, references and resources as needed.

Mr. Meissner and Ms. Jarrell Johnson recently contacted the City's Public Information Officer to share that "A Brief History of Eastvale" had gone to press and would be available for purchase on July 16, 2013.

#### **DISCUSSION:**

Mr. Meissner and Ms. Jarrell Johnson offered to donate signed copies of their book to the City for fundraising purposes. Being that the City cannot conduct fundraising, it was suggested to them that this may be a good fundraising activity for the Eastvale Community Foundation.

Mr. Meissner and Ms. Jarrell Johnson have agreed to donate 50 signed copies of "A Brief History of Eastvale" for the Foundation to sell at their discretion for fundraising purposes. However, they would like the Foundation to host several books signing events to help promote the book to the local community.



# City of Eastvale

## Eastvale Community Foundation Meeting Agenda

### Staff Report

Currently, the book is being sold as a “pre-sale” item on Amazon.com. Should the Foundation choose to accept this donation, the authors have asked that the Foundation not price the books below that which is advertised by Amazon. They recommend pricing the books at \$20 each. The copies will be signed by both authors. Selling 50 books at \$20 each would net the Foundation \$1,000 profit.

Mr. Meissner and Ms. Jarrell Johnson would also like the Foundation to host several book signing events during which time people can purchase a copy of “A Brief History of Eastvale”. Any copies that are sold above the quantity (50) to the Foundation would be sold for the profit of Mr. Meissner and Ms. Jarrell Johnson.

Mr. Meissner lives in Northern California and Ms. Jarrell Johnson lives locally therefore they would like to group the book signing into a condensed timetable to avoid travel expenses and maximize the time during which Mr. Meissner is visiting Eastvale.

Mr. Meissner and Ms. Jarrell Johnson would like the Foundation to host the following book signings/events as follows:

- August 16<sup>th</sup> – Eastvale Community Foundation Golf Tournament (afternoon- pending approval from the Foundation Board of Directors)
- August 16<sup>th</sup> – Eastvale Concert in the Park (evening - pending approval from the Foundation Board of Directors and Jurupa Community Service District)
- Oct. 5<sup>th</sup> (date certain not yet announced by JCSD) – Eastvale Fall Festival and City Anniversary Celebration (pending approval from the Foundation Board of Directors and JCSD).

The City’s Public Information Officer has been working with the authors for the last year and can help facilitate the coordination of the events listed above.

#### **FISCAL IMPACT:**

Should the Foundation sell all the books it is estimated that the Foundation would receive \$1,000 in profit.

#### **ATTACHMENTS:**

1. Press Release by History Press
2. Book Excerpts
3. Amazon Announcement



# **City of Eastvale**

## **Eastvale Community Foundation Meeting Agenda**

### **Staff Report**

#### 4. Draft of Donation Poster by Loren Meissner

Prepared by: Michele Nissen, Public Information Officer

Reviewed by: Carol Jacobs, City Manager



# *A Brief History of Eastvale*

Loren P. Meissner & Kim Jarrell Johnson

The vibrant and growing community of Eastvale was once an agrarian paradise. Developed initially as ranchlands, this area tucked along the Santa Ana River was transformed by industrious farmers who produced alfalfa and other crops, raised poultry and eventually thrived as dairymen. Eastvale's latest agents of change, however, weren't cattlemen or farmers but real estate agents. Indeed, land developers saw the same potential in Eastvale as the initial ranchers did. Beginning in the 1990s, developers created charming homes and planned neighborhoods for city dwellers eager to live in Riverside County. Despite the changes, the bucolic ambiance of the bygone era remains. Authors Loren P. Meissner and Kim Jarrell Johnson recount the dynamic changes, important people and exciting events that created Eastvale.

**High-resolution photographs and interviews available upon request.**

**Kim Jarrell Johnson** is a lifelong resident of present-day Jurupa Valley and an avid participant in civic affairs of the region. She enjoys exploring the background this bustling metropolis to better understand its recent metamorphosis. She has written several books, including *Jurupa* (2005) and *Rubidoux, California* (2007) in the Arcadia Images of America series and *Wicked Jurupa Valley* (2012) in The History Press Wicked series, that examine the diverse culture of this corner of Riverside County.

**Loren Meissner** grew up in Riverdale Acres. Loren attended Eastvale Elementary School on Sumner Avenue between 1934 and 1941, graduated from Corona High School in 1945 and later moved to northern California. When he read in some present-day blogs that the history of Eastvale began when dairies moved eastward from Los Angeles County about 1970, Loren's skeptical reaction to such assertions led him to this project.

**If you would like to schedule an interview with the author, please contact Sarah Falter at 843.577.5971, ext 227 or [sarah.falter@historypress.net](mailto:sarah.falter@historypress.net)**

**ISBN: 978-1-60949-950-1 • Paperback • 144 pages • \$21.99 • June 2013**

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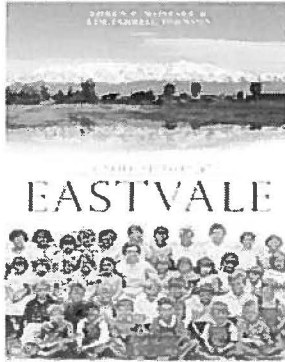
(HISTORY PRESS 2013)

Signed by Loren P. Meissner and Kim Jarrell Johnson

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**BOOK DESCRIPTION**

Publication Date: **July 16, 2013** | Series: **Brief History**

The vibrant and growing community of Eastvale was once an agrarian paradise. Developed initially as ranchlands, this area tucked along the Santa Ana River was transformed by industrious farmers who produced alfalfa and other crops, raised poultry and eventually thrived as dairymen. Eastvale's latest agents of change, however, weren't cattlemen or farmers but real estate agents. Indeed, land developers saw the same potential in Eastvale as the initial ranchers did. Beginning in the 1990s, developers created charming homes and planned neighborhoods for city dwellers eager to live in Riverside County. Despite the changes, the bucolic ambiance of the bygone era remains. Authors Loren P. Meissner and Kim Jarrell Johnson recount the dynamic changes, important people and exciting events that created Eastvale.



# City of Eastvale

## Eastvale Community Foundation Meeting Agenda Staff Report

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**MEETING DATE: JULY 9, 2013**

**TO: EASTVALE COMMUNITY FOUNDATION**

**FROM: MICHELE NISSEN, PUBLIC INFORMATION OFFICER**

**SUBJECT: NEIGHBORHOOD WATCH KICK-OFF EVENT**

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**RECOMMENDATION: 1) PARTICIPATE IN THE NEIGHBORHOOD WATCH KICK-OFF EVENT. 2) COORDINATE FOUNDATION BOARD MEMBERS TO STAFF THE FOUNDATION'S TABLE AND DISTRIBUTE MARKETING MATERIALS AT THE EVENT.**

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### **BACKGROUND:**

The Public Safety Commission scheduled a Neighborhood Watch Kick-off event on July 19, 2013 at 6:00 p.m. on Springvale Court. Springvale Court is small cul-de-sac located off of Harrison, 65th Street and Whispering Hills Drive.

### **DISCUSSION:**

The Public Safety Commission is making the Neighborhood Watch Kick-Off a community-wide event and will have police, fire, and city staff present at the event. The Sheriff's Department and Fire Department will provide their community relations officers who will provide residents with information about the Neighborhood Watch program and general safety information. The City is providing the publicity for the event which is already posted on the City's website, Facebook and Twitter accounts. The City will issue a press release a week before the event.

On July 1, 2013, the Public Safety Commissioners met with City staff to discuss the event details. During this meeting, they decided that they would like to offer a free booth to the Eastvale Community Foundation. Should the Foundation decide to participate, they will need to provide their own EZ up, table and chairs, Foundation marketing materials, Foundation volunteers to set up, break down and man their booth for the duration of the event.

Springvale Court (a small cul-de-sac) will be closed to all traffic beginning at 4:00 p.m. on July 19<sup>th</sup>. Event set-up may begin as early as 4:00 p.m. The Foundation booth must be completely set-up by 5:30 p.m. The event will open to the public promptly at 6:00 p.m. and is anticipated to end by 8:00 p.m.



# City of Eastvale

## Eastvale Community Foundation Meeting Agenda

### Staff Report

#### **FISCAL IMPACT:**

None.

#### **ATTACHMENTS:**

1. Neighborhood Watch Kick-Off Event flyer

Prepared by: Michele Nissen, Public Information Officer

Reviewed by: Carol Jacobs, City Manager

# Neighborhood Watch Kick-Off!



Please join the Eastvale Public Safety Commission and the Eastvale Police Department for a Neighborhood Watch Kick-Off Event

**WHEN:** July 19, 2013 at 6:00 p.m.

**WHERE:** Springvale Court (cul-de-sac off of Huntervale Dr./Whispering Hills Dr.)

**FREE** community event to learn about the benefits of starting a Neighborhood Watch program.



[www.EastvaleCA.gov](http://www.EastvaleCA.gov)

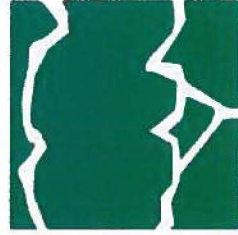
(951) 361-0900





*Eastvale*

COMMUNITY  
FOUNDATION



**Strategic Plan**

**2013-2015**

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# EXECUTIVE SUMMARY

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With great pleasure, the Eastvale Community Foundation presents its first strategic plan to ensure the continued progress of our city. It is the Foundation's utmost priority to assist the City of Eastvale in providing residents the highest quality of life possible and to continue the promise for excellence. This strategic plan outlines the Foundation's determination for organizational efficiency and utilization of resources available to non-profit corporations. By creating a signature fundraising event and a merchandise store, the Foundation seeks to identify and fund a targeted goal for the Eastvale community. The progress and success of the foundation will be communicated through an annual report to community residents, partners, and the city council. The plan will begin implementation in July 2013 and end at the close of the 2015 calendar year after being approved by the board of directors and being presented to city council. Thanks to passionate individuals, the Eastvale Community Foundation will continue to look forward to assisting the City of Eastvale in striving toward a prosperous and elite community.

## **Strategic Goals**

The following goals have been identified.

1. Optimize the foundation's fundraising potential
2. Provide excellent communication with the Eastvale community
3. Establish a comprehensive volunteer program
4. Maintain organizational efficiency

For each of these goals, the strategic plan identifies specific objectives and action steps to achieve the objectives. The action plan includes assignment of organizational responsibilities and a time frame to implement the actions. Finally, the plan provides a performance document the foundation may use to measure its progress in achieving the goals and reporting it to city council.



# BOARD AUTHORIZATION OF STRATEGIC PLAN

The authorizations below designate each board member's approval of the strategic direction and action plans this strategic plan proposes.

\_\_\_\_\_

Al Nassar

\_\_\_\_\_

Date

\_\_\_\_\_

Kelly Howell

\_\_\_\_\_

Date

\_\_\_\_\_

Sharyn Link

\_\_\_\_\_

Date

\_\_\_\_\_

Jonathan Shardlow

\_\_\_\_\_

Date

\_\_\_\_\_

Julie Reyes

\_\_\_\_\_

Date

\_\_\_\_\_

Chidi Ugwueze

\_\_\_\_\_

Date

\_\_\_\_\_

Yvonne Benitez

\_\_\_\_\_

Date

\_\_\_\_\_

Luis Vargas

\_\_\_\_\_

Date

\_\_\_\_\_

John Yanni

\_\_\_\_\_

Date

## ORGANIZATIONAL DESCRIPTION

The Eastvale Community Foundation (ECF), created in 2011 by the Eastvale City Council, is a non-profit 501(C)(3) organization made solely of volunteers including the capacity for 13 board members whom are appointed by the city council. Through community outreach and discussions with the city council, the board identifies needs of Eastvale's community. This past year, the ECF was privileged to distribute \$25,000 of a CDBG grant to underprivileged youth from the Eastvale community to participate in sports and arts programs. In addition, the ECF has organized events to foster community involvement including: Holiday Celebration at the Eastvale Fire Station (to support the Spark of Love toy drive), Eastvale Night at the Quakes Stadium, E-Waste Collections, and Jurupa Community Services District's Picnic in the Park.

# MISSION, VISION, AND VALUES

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## **Mission**

The mission of the foundation is to strengthen the Eastvale community by providing leadership, fostering collaboration on local needs and issues, and encouraging giving through programs, scholarships, and events.

## **Vision**

The ECF envisions the highest quality of life for the Eastvale community.

## **Values**

The ECF believes in the following core values in operating the organization:

1. Collaborate, support, and respect
2. Communication
3. Accountability
4. Optimize physical resources, simplify and improve processes
5. Fundraise
6. Innovation

# GOAL 1: OPTIMIZE THE FOUNDATION'S FUNDRAISING POTENTIAL

This is the top priority goal of the Foundation, as supporting the Eastvale community is dependent upon its fundraising capabilities.

OBJECTIVES	ACTION STEPS	RESPONSIBLE PARTIES	2013	2014				2015			
<b>1.1 Enhance current sponsorship program</b>	1.1.1 Create an online donation destination	Communication Fundraising									
	1.1.2 Create an in-kind sponsorship form for donors to claim for taxes										
	1.1.3 Create potential sponsorship list										
<b>1.2 Create merchandise store</b>	1.2.1 Research merchandise opportunities	Store Manager									
	1.2.2 Obtain initial money to purchase merchandise										
	1.2.3 Purchase and install 'Eastvale Store' in city hall, ie. display case with items										
<b>1.3 Improve quality participation at community events</b>	1.3.1 Ask hosting organization for a need we can fill for the event ie. what to sell	Fundraising Store Manager Events Volunteer									
	1.3.2 Sell Eastvale merchandise at event booth										
	1.3.3 Have a donated raffle prize available										
<b>1.4 Seek grants</b>	1.4.1 Identify and apply for grants that support the foundation's vision	Finance									
<b>1.5 Create yearly signature event</b>	1.5.1 Identify an event that will appeal to the greatest number of people regionally	Board Action Events Communications Volunteer									
	1.5.2 Create comprehensive needs list of event										
	1.5.3 Create comprehensive budget of event										
	1.5.4 Work with partner agencies to plan and promote										
	1.5.5 Solicit sponsorships: monetary and in-kind										
	1.5.6 Create comprehensive volunteer plan and execute it										
	1.5.7 After, analyze event profit and efficiency										



## GOAL 2: PROVIDE EXCELLENT COMMUNICATION WITH THE EASTVALE COMMUNITY

It is to the benefit of the Foundation, partners, and community to maintain effective communication in reaching our collective vision for Eastvale.

OBJECTIVES	ACTION STEPS	RESPONSIBLE PARTIES	2013	2014	2015
2.1 Identify a specific fundraising goal	2.1.1 Work with city partners to identify a goal for which funds will be spent	Board President			
	2.1.2 Research cost, design, and description				
	2.1.3 Publicize goal for community to see				
2.2 Continue building a contact database	2.2.1 Add contact information previously provided	Communications Volunteer			
	2.2.2 Create opt-in option for emails solicited				
	2.2.3 Provide contact registration at all community events in attendance				
	2.2.4 Continue immediate and constant contact inputting into database				
2.3 Create email marketing system	2.3.1 Research and register for an email marketing site	Communications			
	2.3.2 Create policy for e-notifications/press releases				
2.4 Maintain updated social media	2.4.1 Designate social media administrators and tasks	Communications			
	2.4.2 Connect all social media so one post is pushed to all sites				
2.5 Enhance page on city website	2.5.1 Create list of enhancements and provide to city staff	Communications			



# GOAL 3: ESTABLISH A COMPREHENSIVE VOLUNTEER PROGRAM

Because the ECF is operated by volunteers, it is paramount there are enough so as not to exhaust the principal leaders.

OBJECTIVES	ACTION STEPS	RESPONSIBLE PARTIES	2013	2014	2015
<b>3.1 Create and launch a volunteer/ambassador recruitment campaign</b>	3.1.1 Identify a volunteer committee	Volunteer Communications			
	3.1.2 Create registration form for volunteering				
	3.1.3 Have volunteer sign-ups at events				
	3.1.4 Add volunteer app to Foundation page on city website				
	3.1.5 Send volunteer sign-up information in partners' bills				
	3.1.6 Send press releases through city and foundation contacts				
	3.1.7 Create guidelines for ambassador qualifications				
	3.1.7 Create and implement a volunteer and ambassador recognition program				
<b>3.2 Register for Volunteer Spot</b>	3.2.1 Register for Volunteer Spot and connect with contact list	Volunteer			
	3.2.2 Add push to page on city website				
	3.2.3 Input and maintain event volunteer requests				
<b>3.3 Create a learning environment for local educational institutions</b>	3.3.1 Identify support committee	Volunteer			
	3.3.2 Meet with Norco Community College, or other educational institutions, to offer an internship program				
	3.3.3 Meet with Corona Norco Unified School District to offer community service hours				



## GOAL 4: MAINTAIN ORGANIZATIONAL EFFICIENCY

With limited resources and manpower, it is of the utmost importance the Foundation operates efficiently and is transparent in its business.

OBJECTIVES	ACTION STEPS	RESPONSIBLE PARTIES	2013	2014	2015
<b>4.1 Maintaining responsible budgetary procedures</b>	4.1.1 Identify a finance committee	All			
	4.1.2 Provide a written, monthly finance report				
	4.1.3 Prepare budgets including: each event, committee budgets, and annual budget in January				
<b>4.2 Maintain responsible meeting notice and notes availability to the public</b>	4.2.1 Continue to have meetings agendized and posted for public notice	Secretary			
	4.2.2 Continue to have meeting notes taken and posted for availability to the public				
<b>4.3 Create board policies</b>	4.3.1 Create board policies for budgets, financial reporting, records retention, etc.	All			
<b>4.4 Create organization master calendar</b>	4.4.1 Create organization master calendar for all organization needs: budget due dates, taxes, statement of information, events, benchmarks	Secretary			
<b>4.5 Maintain good standing with government agencies</b>	4.5.1 Continue to submit required forms (taxes, statement of information) to IRS	Finance			
	4.5.2 Make current year's taxes available on website				
<b>4.6 Establish an online records database</b>	4.6.1 Identify a records committee	Secretary			
	4.6.2 Research an online database for records retention such as icloud				
	4.6.3 Scan/submit all foundation records				
	4.6.4 Provide access information to Board members				



## CONCLUSION

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As the ECF's first strategic plan, this document creates a framework for continually analyzing the Foundation's priorities and progress towards meeting key objectives. Although the strategic plan is for two years, the Foundation should assess its progress and re-evaluate its objectives every six months to ensure compliance or make adjustments as needed to the plan. The performance document can be included in the annual report on Foundation operations.

Much of the focus of the strategic plan is in the next year in developing organizational tools to assist in the Foundation defining the ultimate character it will operate by. Further development will need to occur as tasks are completed and new obstacles arise. The Foundation will need to carefully analyze the best use of resources continually to successfully continue fundraising efforts. Following the implementation of this plan, the Foundation will have a more developed internal infrastructure, volunteer support system, and understanding of successful fundraising to navigate the path toward a thriving resource to the city.

## **APPENDIX A:**

# **MONITORING AND EVALUATION OF THE STRATEGIC PLAN**

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The ECF is committed to achieving success and recognizes that by following this plan, it will enable them to meet their goals. Monitoring and evaluating the plan to the end of 2015 is critical to ensure success. Board committees and members should associate with each major area of the strategic goals or objectives. To ensure board committees and board members are fully participative and effective, the attached work plan is provided for them to fill out for oral report back to the board monthly.

## WORK PLAN



<b>RESPONSIBLE COMMITTEE/POSITION:</b>
<b>STRATEGIC PLAN OBJECTIVE #</b>
<b>DESCRIPTION:</b>

#	ACTION STEP	DATE OF COMPLETION	STATUS AND DATE

## **APPENDIX B: ORGANIZATION FLOWCHART**

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Since the ECF is operated solely by volunteers, it is of extreme importance to have roles and responsibilities clearly outlined to minimize any overlap of work. On the following page, you will find a chart of operating positions for board members to oversee.



# Eastvale

COMMUNITY  
FOUNDATION



## ORGANIZATION FLOWCHART

**PRESIDENT**

- follow strategic plan
- maintain core values
- maintain organization efficiency
- update city council
- write the Annual Report
- assist in obtaining monetary and in-kind sponsorships
- facilitate efficient meetings

**VICE-PRESIDENT**

- follow strategic plan
- maintain core values
- maintain organization efficiency
- assist with writing the Annual Report
- assist in obtaining monetary and in-kind sponsorships
- conduct business in absence of the President

### FUNDRAISING COMMITTEE

**FUNDRAISING CHAIR**

- oversee positions below
- maintain strategic focus
- lead sponsorship team
- oversee correspondence of sponsors/partners
- maintain sponsor list
- encourage city council to assist in calls to sponsors
- solicit monetary and in-kind sponsorships
- coordinate with committee

**FUNDRAISING CO-CHAIR**

- assist in corresponding with sponsors/partners
- maintain sponsor list
- solicit monetary and in-kind sponsorships
- coordinate with committee

**STORE MANAGER**

- create annual store budget
- report store progress to board
- order and maintain inventory
- organize the sell of items
- coordinate with committee

### COMMUNICATIONS COMMITTEE

**COMMUNICATIONS CHAIR**

- oversee positions below
- maintain strategic focus
- send press releases
- update social media
- coordinate with efforts with fundraising chair
- coordinate efforts with partner agencies, PIOs, news media
- coordinate with committee

**COMMUNICATIONS CO-CHAIR**

- send press releases
- update social media
- coordinate efforts with partner agencies, PIOs, news media
- coordinate with committee

**CONTACTS COORDINATOR**

- maintain community outreach database
- update social media
- post Annual Budget, Annual Report, and Taxes on website yearly
- coordinate with committee

### VOLUNTEER COMMITTEE

**VOLUNTEER CHAIR**

- oversee positions below
- maintain strategic focus
- internship coordinator
- coordinate with communications chair
- coordinate with committee

**VOLUNTEER ORGANIZER**

- create and fill volunteer schedules
- maintain volunteer database
- coordinate with committee

**RECRUITMENT LEADER**

- organize and lead recruitment campaign
- coordinate with committee

### EVENTS COMMITTEE

**EVENT CHAIR**

- create needs list of events
- create event budget
- organize and execute event
- coordinate with committee

**EVENT CO-CHAIR**

- create needs list of events
- create event budget
- organize and execute event
- coordinate with committee

**FINANCIAL OFFICER**

- oversee positions below
- maintain strategic focus
- create monthly finance report for board
- collect budgets from all departments and create Annual Budget for board
- provide all financial records to secretary for recording and communications chair for publishing
- submit tax forms to IRS yearly
- submit statement of information yearly
- apply to grants

**SECRETARY**

- oversee positions below
- maintain strategic focus
- maintain master calendar
- collect and save all records into icloud
- ensure meetings are properly agendized and available to public
- ensure meeting notes are taken and available to public

## **APPENDIX C: ANNUAL BUDGET**

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As a professional organization, the ECF strives to operate efficiently and provide transparency to the Eastvale community. The attached budget form is to be used for the reporting of the annual budget in January of each year. It may be altered when needed.



Board of Directors

1.  
President

2.  
Vice President

3.  
Fundraising Chair

4.  
Event Chair

5.  
Communications Chair

6.  
Volunteer Chair

7.  
Financial Officer

8.  
Secretary

9.  
Board Member

10.  
Board Member

11.  
Board Member

13.  
Board Member

January-December (year)  
**ANNUAL BUDGET**

		FYE 201-		FYE 201-		FYE 201-
<b>Revenues</b>						
	Contributions (Individual and Corporate)					
	Grants					
	Fees and Contracts					
	Fundraising Events					
	Merchandise Store					
<b>Total Revenue</b>						
<b>Expenditures</b>						
	Grant Operations					
	Fundraising Operations					
	Merchandise Store Overhead					
	Marketing/Promotions					
	Other					
<b>Total Expenditures</b>						
<b>Net Surplus/(Deficit)</b>						
<b>Reserves</b>						

## **APPENDIX D: COMMITTEE BUDGETS AND REQUEST FOR FUNDS**

---

Each “department” or committee should create an annual budget for expenses and revenues they anticipate for the upcoming calendar year. In addition to a yearly budget approval, each department must fill out a request for funds, as expenses need to be incurred. All requests for funds must be approved by the Board.





**EVENT BUDGET**

Date of event \_\_\_\_\_

Date submitted for approval \_\_\_\_\_

Events Committee

1.  
Chair
2.  
Co-Chair
- 3.
- 4.
- 5.
- 6.

	Description	\$
<b>Revenues</b>		
(work with fundraising committee)		
<b>Total Revenue</b>		
<b>Expenditures</b>		
<b>Total Expenditures</b>		
<b>Net Surplus/(Deficit)</b>		



(year)  
 (committee/position)  
**ANNUAL BUDGET**

Date submitted for approval \_\_\_\_\_

(name) Committee

1. Chair
2. Co-Chair
- 3.
- 4.
- 5.
- 6.

	Description	\$
<b>Revenues</b>		
<b>Total Revenue</b>		
<b>Expenditures</b>		
<b>Total Expenditures</b>		
<b>Net Surplus/(Deficit)</b>		

# REQUEST FOR FUNDS



Board Approved	Yes	No
President Signature		
Financial Officer Signature		

DATE REQUESTED:

REQUESTER'S COMMITTEE/POSITION:

REASON FOR REQUEST TO PURCHASE:

	ITEM(S)		PURPOSE	\$
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

## APPENDIX E:

# COMMUNICATING THE STRATEGIC PLAN

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Upon approval of this strategic plan, the ECF will communicate the plan through the following ways:

1. Present the plan to the Eastvale City Council at a city council meeting.
2. Post the strategic plan on the ECF webpage.
3. Post a link to the strategic plan on the ECF Facebook page.
4. Write a press release and disseminate to the following:
  - a. city hall Public Information Officer for an e-notification update to residents
  - b. local news media
  - c. Board Members of partner agencies (CNUSD, JCSD, etc.)
  - d. Send email to groups within the community (LEAFF, Mustangs Football, churches, etc)
  - e. Eastvale residents community forums (Eastvale Residents, Eastvale Residents Yahoo)
  - f. Post to Eastvale heavily traveled Facebook pages



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

---

**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: CHAIRMAN NASSAR**

**SUBJECT: ESTABLISHING MERCHANT ACCOUNT WITH CITIZEN'S  
BUSINESS BANK.**

---

**RECOMMENDATION: MOVE TO TAKE ACTION IN REGARDS TO ESTABLISHING  
A MERCHANT ACCOUNT WITH CITIZEN'S BUSINESS BANK.**

---



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

---

**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: CHAIRMAN NASSAR**

**SUBJECT: BUSINESS PLAN & GROWTH AD-HOC COMMITTEE**

---

**RECOMMENDATION: MOVE TO CREATE A BUSINESS PLAN & GROWTH AD-HOC COMMITTEE AND APPOINT MEMBERS**

---



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

---

**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: CHAIRMAN NASSAR**

**SUBJECT: GRANT AD-HOC COMMITTEE**

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**RECOMMENDATION: MOVE TO CREATE A GRANT AD-HOC COMMITTEE AND APPOINT MEMBERS**

---



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

---

**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: CHAIRMAN NASSAR**

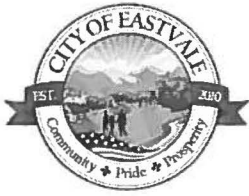
**SUBJECT: WEBSITE**

---

**RECOMMENDATION: RECEIVE UPDATE**

---





**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

---

**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: CHAIRMAN NASSAR**

**SUBJECT: FINANCE AD-HOC COMMITTEE**

---

**RECOMMENDATION: MOVE TO CREATE A FINANCE AD-HOC COMMITTEE  
AND APPOINT MEMBERS**

---



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

---

**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: BOARD MEMBER REYES**

**SUBJECT: FINANCE REPORT**

---

**RECOMMENDATION: RECEIVE AND FILE**

---

**Eastvale Community Foundation**

Balance Sheet - May 1, 2013 thru June 26, 2013

**Income**

<b>Credit</b>	<b>Date</b>	<b>Category</b>	<b>Description</b>
\$ 9,215.00	5/1/2013	CDBG Deposit	Youth Scholarships
\$ 337.50	6/11/2013	Golf Tournament	3 golfers
\$ 100.00	6/14/2013	Golf Tournament	Tee Sponsor - Aflae
\$ 500.00	6/14/2013	Golf Tournament	4-some - Glazing Industrial
\$ 1,000.00	6/14/2013	CDBG Deposit	Youth Scholarships
\$ 847.80	6/14/2013	CDBG Deposit	Administrative Expenses
\$ 12,000.30			

**Expense**

<b>Debit</b>	<b>Date</b>	<b>Category</b>	<b>Description</b>
\$ 360.00	5/8/2013	Check 1049 - Eastvale Elite Cheer	CDBG
\$ 800.00	5/10/2013	Check 1048 - Corona Lakers	CDBG
\$ 5,700.00	5/13/2013	Check 1043 - Eastvale Pop Warner	CDBG
\$ 85.00	5/16/2013	Check 1050 - JCSD Basketball	CDBG
\$ 400.00	5/17/2013	Check 1047 - Talent Factory	CDBG
\$ 1,225.00	5/22/2013	Check 1046 - Eastvale Mustangs	CDBG
\$ 24.00	5/31/2013		Service Charge
\$ 225.00	6/17/2013	Check 1053 - JSCD	Picnic in the Park Booth
\$ 8,819.00			

**\$ 3,181.30 Net Profit****\$ 3,185.81 Total Assets**



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

---

**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: CHAIRMAN NASSAR AND BOARD MEMBER RILEY**

**SUBJECT: UPDATE – JERSEY MIKE’S FUNDRAISER**

---

**RECOMMENDATION: RECEIVE UPDATE**

---



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

---

**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: CHAIRMAN NASSAR AND BOARD MEMBER RILEY**

**SUBJECT: UPDATE – EASTVALE NIGHT AT THE QUAKES**

---

**RECOMMENDATION: RECEIVE UPDATE**

---



**City of Eastvale**  
**Eastvale Community Foundation Meeting Agenda**  
**Staff Report**

---

**MEETING DATE: JULY 9, 2013**

**TO: FOUNDATION BOARD MEMBERS**

**FROM: BOARD MEMBER SHARYN LINK**

**SUBJECT: UPDATE – GOLF TOURNAMENT**

---

**RECOMMENDATION: RECEIVE UPDATE**

---



# City of Eastvale

## Community Foundation Meeting Agenda

### Staff Report

---

**MEETING DATE: July 9, 2013**

---

#### **8. BOARD MEMBER COMMUNICATIONS**





# City of Eastvale

## Community Foundation Meeting Agenda

### Staff Report

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**MEETING DATE: July 9, 2013**

---

**9. *ADJOURNMENT***