



FUNDRAISING COMMITTEE

MONDAY, FEBRUARY 28, 2019

6:15 P.M.

(Meeting Held at Park Office)

MEETING MINUTES

Meeting called to order at 615 pm

Roll Call: Smith, Gonzales, Becker, Laubacher, Kannenberg, McWilliams all present

Mr Gonzales thanked all for their help and joining this effort.

Mr Gonzales asked Ms Kannenberg to introduce herself and upon which she detailed a long successful career of fundraising. She is a Girl Scout who did camp at the park and now works at the Cleveland MetroParks responsible for fundraising.

Mr Gonzales informed the committee that the RJRD board did approve up to fifteen (15) advisors to the fundraising committee.

Also in attendance was Mr Brian Reitz from the Akron Community Foundation at the request of Mr Gonzales.

Mr Gonzales outlined an expectation that all capital donations would be deposited into a single bank account and all endowment contributions into another RJRD controlled bank account.

Ms Corey Ringle (FoCH) reported on the FoCH policy and distributed paper copies of the same. The paper is a policy "Financial Form for accepting Donations". She commented the plan was to implement the work, then turn over accomplished project to RJRD.

Mr Gonzales commented – Donations going to FoCH's General fund is not how he envisioned.

Ms Ringle responded "this is the current policy" however, if FoCH joined the fundraising committee, the policy could be changed.

Ms Lynn Richardson (FoCH) that there are legal issues if done that way (single RJRD accounts)

Mr Gonzales spelled out his vision is a single pot of money, and that need to be agreed to before any joint effort.

Ms Ringle spelled out the RJRD does project and FoCH pays bills.

Mr Smith – Mechanics are simpler than what we are discussing

Ms McWilliams (FoCH) – Ohio Horseman's Council did a fundraiser, they used FoCH as a non-profit who passed through the proceeds and won't do that again.

Ms Kannenberg – Should be two funds, Endowment and Capital, donor will spell out use of monies.

Mr Gonzales – sensitivity between FoCH and RJRD, wanted to address this and history.

Mr Laubacher – Joint case statement but two (2) funds (endowment and capital)

Mr Gonzales – RJRD board will set the projects and priorities.

Mr Reitz (ACF) – Summit Metro Parks use ACF as the 501(C)3, CVNP as well. Purpose of fund is spelled out at the beginning. Checks become the property / assets of ACF. Requests for payment from the fund are made by client then reviewed by ACF to pay or not. Payments from endowment fund accounts are limited to 5% if permanently restricted or can be unrestricted. The ACF fee is 1.25% of fund plus purchase fees bringing the total management fees to approximately 2%.

Mr Laubacher – Endowment fund only.

Ms Kannenberg – Capital goes to our Bank (currently Huntington Bank)
Discussion ensued about giving to a non-profit vs government entity (both of which are tax deductions). Public perception is often "government should be paying, so why need to raise funds? It is a messaging to donors issue that needs to be addressed.

Ms Richardson – Idea of structure needs to be discussed. Congratulations were expressed to FoCH for receiving the \$15,250 grant. Applause by all.

Ms Richardson, FoCH money needs to stay FoCH money.

Ms McWilliams – education process takes time we don't have.

Mr Gonzales – if we had a track record with FoCH this might be a different discussion. If we raise money it won't go to FoCH account.

Ms Starr (FoCH) – FoCH can get money from outside Richfield

Mr Gonzales – Structure needs to be done now to avoid confusion later.

Mr Paul Swan (resident / Richfield Historical Society) – is RJRD a 501c3?, 501c 3 can't commingle funds

Mr Smith – we can control funds

Ms Kannenberg – what is the mission of FoCH?

Response by MS Richardson – FoCH would not exist if property did not exist. FoCH mission is Preserve and Programming

Mr Mike Wheeler - \$15,250 grant goes to FoCH account, can FoCH give RJRD money?
Response – FoCH can by grants to RJRD.

Ms Richardson – the Ohio Historical grant is 60/40 and can only be spent on construction documents. If FoCH is going to grant money to RJRD we (FoCH) will need to change our policy.

Ms Ringle – why people fault FoCH as having an ulterior motive? Spending time education public / donors on new message is bad because we don't have time. Don't lose momentum.

Mr Smith – we need to work together.

Mr Laubacher – four (4) GROUPS of funders, government, foundations, personal donors, corporate support. The planning process sets the goals for each group. All must have the same vision

Subject to public record, stability of tax base, land is not going away. Passionate Friend group now, but what about 25 years from now? Getting the Ohio History grant is HUGE accomplishment.

Capital and Endowment campaign at the same time is the way to go.

Mr Reitz – ACF does NOT ask for money. They can provide strategy and can be present at meetings with donors. ACH will guide donors knowing their interests. And will set up meetings. Account opening requires a \$5,000 minimum deposit. Mr Reitz passed out the ACF packet.

Mr Gonzales – exploratory phase – asked Mr Becker status of database.

Mr Becker answered, no database yet, people are not comfortable giving contacts yet, they need to see how fundraising committee is formed and functioning.

Mr Gonzales inquired about the necessity of exploratory committee.

Mr Laubacher replied Exploratory committee is the common term used in fundraising, doesn't matter about name, it is part of what we are doing now. Keep efforts done to date and our background in mind.

Mr Becker reported that Ms Slicak has outlined a 5 year plan and Mr DeLuca has submitted a Park Operations project list with estimated costs.

Mr Paul Swan – Thanked Mr Gonzales for picking at the scab between FoCH and RJRD to get clarity, NOT agreement and encouraged him to address tension.

Ms Richardson – Tension is mis-communication. Things put in place need to address on March 19th.

Mr Gonzales responded he could not commit to structure with FoCH by that date.
Motion by Mr Becker, Second by Mr Smtih to elect Ms Kannenberg as advisor, unanimous voice vote, motion passed.

Motion to adjourn by Mr Becker, seconded by Mr Smith, unanimous voice vote, motion passed.

Submitted By:

Accepted By:

Bob Becker
Bob Becker, Secretary

Date: 11-25-19

Art Gonzales
Art Gonzales, Committee Chair

Date: 11/25/19