



CLAYTON COMMUNITY
FOUNDATION

10 North Bemiston
Clayton, Missouri 63105
314.290.8553 / claytoncommunityfoundation.org

CCF BOARD OF DIRECTORS
AGENDA

February 19, 2020
Husch Blackwell
5:30 PM

1. Call to Order by Becky Patel
 - Welcome and Introductions
 - Approval of Minutes
 - President's Report
 - 2019 Scorecard Review
2. Financial Report
 - FY2019 Year-End Financial Statement – Cindy Rapponotti
 - FY2017 & 2018 Audit Report - RubinBrown
3. Strategic Planning Initiatives Update
4. Committee and Core Initiative Highlights
 - Philanthropy
 - Major Gifts
 - Community Building
 - Board Nominating and Development
 - CCF History
5. Board of Aldermen Liaisons Report
6. New Business
7. Next Meeting – May 20, 2020



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CCF Board of Directors Meeting

Minutes

October 30, 2019

- Attendees:** Sarah Melinger, Mike Zaccarello, Cindy Rapponotti, Becky Patel, Judy Goodman, Gary Feder, George Hettich, Marta Toczyłowski, Chuck Freedman, J.J. Flotken, Steven Rosenblum, Cheryl Verde, Cindy Berger, Cordell Whitlock, Colleen Watermon, Bridget McAndrew
- Absent:** Barbara Brinkman, Mark Carlie, Joe Downs, Josh Ferguson, Jill Fisher, Stephanie Gross, Janet Horlacher, Katie Lerwick, Sarah Luem, Joanne Boulton, Jane Klamer, Cindy Wallach
- Staff:** Patty DeForrest – Director of Parks and Recreation
Karen Busch – CCF Coordinator
- Guest:** Alex Elmestad – Future CCF Administrator
-

1. Call to Order

- **Welcome and Introductions:** Sarah Melinger called the meeting to order at 5:30pm. Sarah introduced the new full-time CCF Administrator, Alex Elmestad to the Board of Directors. He is slated to start on November 11, 2019. Alex has been at the Contemporary Art Museum for ten years. Alex stated his commitment and enthusiasm for CCF to the Board.
- **Approval of Minutes:** The Minutes of April 24, 2019 and August 15, 2019 were approved as submitted.
- **President's Report:** Sarah thanked the Board members and reviewed the past two years of CCF's accomplishments: name change, the strategic plan and the hiring of a full-time CCF Administrator. Sarah stated that her goal was to structure the foundation for the present and for future viability.
- **Scorecard:** Sarah directed the members to review the current scorecard.

2. Financial Report

- Mike Zaccarello reviewed the current financial report with the Board members. Mike reviewed the 2019 year to date budget. He emphasized that now "restricted funds and unrestricted funds" are listed separately. The next component reviewed was the 2020 budget. Mike indicated any budget deficit could be funded with excess funds from previous years and that the 2020 budget is purposefully conservative. He explained that the larger expenditure for Chapman Maintenance this year was the result of needed repairs to the plaza area. Motion to approve the budget was put forth and seconded. The budget was unanimously approved.

3. Strategic Planning Initiatives

- Sarah Melinger indicated the CCF strategic plan is a dynamic document and flexible to changing circumstances. Of the four priorities for 2019 and 2020, one has been accomplished (1.3 – Staff) and work continues on the others.

4. Committee and Core Initiative Highlights

- **Philanthropy:** Judy Goodman stated the need to approach donors with projects. CCF philanthropy conducts several mailings throughout the year. ATG will occur at the end of February celebrating donors from 2019. On November 7th there will be a CCF Ralph Clayton Society event at the home of Stephanie and Geoffrey Gross to increase “friends of CCF.” Cindy Rapponotti stated that larger donors in general, make donations at the beginning of the year and more focus should be spent on that in 2020.
- **Major Gifts:** George Hettich directed members to the synopsis sheet for Major Gifts. The largest project for this year and next is the “All-Season Rec Plex and Ice Rink” for \$5 million. Two projects completed in 2019 are DeMun Park and the Dog Park in Brentwood. Maryland Park is a priority for 2020. Under the Art Pillar, the Oak Knoll Sculpture was voted down. The Sustainability Pillar continues to pursue the ECab project and CCF has a commitment from 3 donors. In History Susan Hanley has expressed interest in a matching grant program. History is also pursuing Historic Markers around the City of Clayton.
- **Community Building:** Becky indicated the opening celebration at DeMun Park was a great success. Community Building is promoting reusable CCF water bottles. This committee generally meets via conference call but will have an in-person meeting in November. Cordell Whitlock stated the new script for the CCF video is focused on fundraising, parents and children and is approximately 2 minutes long. His goal is to have it completed by Thanksgiving. The Board members expressed their sincere thanks to Cordell for spearheading this effort.
- **Board Nominating and Development:** This year, J.J. took on the task of leading the selection of the Slate of Officers. At this time, the Vice President position remains open. The Slate of Officers for 2020 – 2021 was approved as submitted and include the following people:
 - Becky Patel – President
 - Cindy Rapponotti – Treasurer
 - Judy Goodman – Chair of Philanthropy
 - Marta Toczykowski – Chair of Community Building
 - Chuck Freeman – Chair of Board Development
 - George Hettich – Chair of Major Gifts.
 - It was determined no replacement at this time for the VP position.Cindy Rapponotti reviewed the renewing Board members and the slate of new Board members with the Board. Many have a history with CCF or extensive experience in other areas. Board orientation will be conducted in January or February of 2020.

5. Board of Alderman Liaisons Report

- Bridget McAndrew stated the search for a new City Manager continues. Interviews will be held in November 2019. Bridget stated the City bond rating is positive. Bridget stated that one of the goals for the city is to increase community engagement through the Master Planning process which will begin in early 2020.

6. Action Items

- Resolution 19-03: The FY 2020 CCF budget was unanimously approved.

- Resolution 19-04: 2020 CCF Slate of Officer was unanimously approved
- Resolution 19-05: The New and Renewing Board Members were unanimously approved.
- Resolution 19-06: 2020 Board Meeting Dates. Motion to approve the dates passed with one opposition (Judy Goodman).

7. **New Business**

- No new business was discussed.

8. **Adjourn**

- The meeting adjourned at 6:45 p.m. The next Board of Directors meeting will be February 19, 2020.

Minutes submitted by Karen Busch.

CCF 2020 Scorecard

Month: January Results

PHILANTHROPY	CURRENT MONTH			2019 RESULTS		2020 GOAL		PACE TARGET		
	Goal	Actual	% to Goal	Results	% to Goal	Goal	% to Goal	Goal	Actual	% to Goal
Total Donors	33	30	90%	298	90%	400	90%	33	30	90%
New Donors	5	4	80%	40	80%	60	80%	5	4	80%
Renewing Donors	28	26	92%	258	92%	340	92%	28	26	92%
Gifts \$500 < \$999	3	1	30%	27	30%	40	30%	3	1	30%
Gifts =>\$1,000	3	3	90%	30	90%	40	90%	3	3	90%
Cumulative Dollars Raised	\$12,500	\$6,434	51%	\$103,479	51%	\$150,000	51%	\$12,500	\$6,434	51%

MAJOR GIFTS	CURRENT MONTH			2019 RESULTS		2020 GOAL		PACE TARGET		
	Goal	Actual	% to Goal	Results	% to Goal	Goal	% to Goal	Goal	Actual	% to Goal
Donor Meetings	1.5	2	133%	14	133%	18	133%	1.50	2	133%
Proposals Submitted	0.75	1	133%	7	133%	9	133%	0.8	1.0	133%
Major Gifts Funded (=>\$10K)	0.5	0	0%	3	0%	6	0%	0.5	0.0	0%
Public Presentations	0.3	0	0%	6	0%	3	0%	0.3	0.0	0%

COMMUNITY BUILDING	CURRENT MONTH			2019 RESULTS		2020 GOAL		PACE TARGET		
	Goal	Actual	% to Goal	Results	% to Goal	Goal	% to Goal	Goal	Actual	% to Goal
Communication Posts	11	1	9%	110	9%	130	9%	11	1	9%
Communication Reach	1667	901	54%	17214	54%	20000	54%	1667	901	54%
Communication Engagement	333	282	85%	2646	85%	4000	85%	333	282	85%
Event Attendance	292	0	0%	3450	0%	3500	0%	292	0	0%

BOARD DEVELOPMENT	CURRENT MONTH			2019 RESULTS		2020 GOAL		PACE TARGET		
	Goal	Actual	% to Goal	Results	% to Goal	Goal	% to Goal	Goal	Actual	% to Goal
Number of BoD Giving a Gift	3	0	0%	96%	0%	32	0%	3	0	0%
Number of BoD Active on a Committee	32	32	100%	100%	100%	32	100%	32	32	100%
Board of Directors Meeting Attendance	Most Recent Quarter	0%	0%	Results	64%	Goal	75%	Cumulative Year To Date	0%	0%

CLAYTON COMMUNITY FOUNDATION
STATEMENT OF FINANCIAL POSITION
As of: December 31, 2019

FUND 90: CLAYTON COMMUNITY FOUNDATION

CASH:

COMMERCE CHECKING ACCOUNT	\$128,897.94
LESS OUTSTANDING CHECKS	-\$1,935.00
DUE TO CCF FROM CITY	\$1,871.08
DUE TO CITY FROM CCF	-\$1,412.18
PENDING BANK TRANSACTIONS	\$0.00

SUBTOTAL \$127,421.84

SHORT TERM ASSETS:

STOCKS	\$1,611,199.57
INVESTED FUNDS	\$100,000.00
ACCOUNTS RECEIVABLE	\$157,096.38
INTEREST & DIVIDEND RECEIVABLES:	\$288.77

TOTAL ASSETS: \$1,996,006.56

ASSETS:

UNRESTRICTED ASSETS

UNRESTRICTED CCF	\$101,050.49
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TOTAL UNRESTRICTED ASSETS \$101,050.49

RESTRICTED ASSETS

RESTRICTED CCF	\$1,881,376.81
RESTRICTED CCF - ART	\$0.00
RESTRICTED CCF - HISTORY	\$13,579.26
RESTRICTED CCF - PARKS	\$0.00

TOTAL RESTRICTED ASSETS \$1,894,956.07

TOTAL ASSETS \$1,996,006.56

LIABILITIES

Accounts Payable

TOTAL LIABILITIES \$0.00

TOTAL LIABILITIES & ASSETS \$1,996,006.56

CCF RESTRICTED FUND DETAILS
As of: December 31, 2019

CCF:

Chapman Plaza	Stock	\$1,611,199.57
	Accounts Receivable - Stock Sale	\$157,096.38
	Dividends & Interest	\$27,757.84
Anderson Park Trees		\$10,500.00
Bench/Tree Program		\$6,719.07
Nature Trail - Oak Knoll Park		\$3,276.97
Maintenance Reserves		\$8,949.48
Undesignated Park Funds		\$600.00
DeMun Park		\$5,277.50
Maryland Avenue Park		\$50,000.00

CCF RESTRICTED FUND TOTAL		\$1,881,376.81
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CCF – HISTORY:

FUTURE RESTRICTED FUNDS:

Clayton Heritage Center	\$6,844.53	
Hanley House	\$6,443.12	
Historical Artifacts	\$291.61	

CCF – HISTORY RESTRICTED FUND TOTAL		\$13,579.26
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TOTAL CCF RESTRICTED FUND		\$1,894,956.07
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Clayton Community Foundation Statement of Cash Flows

As of: December 31, 2019

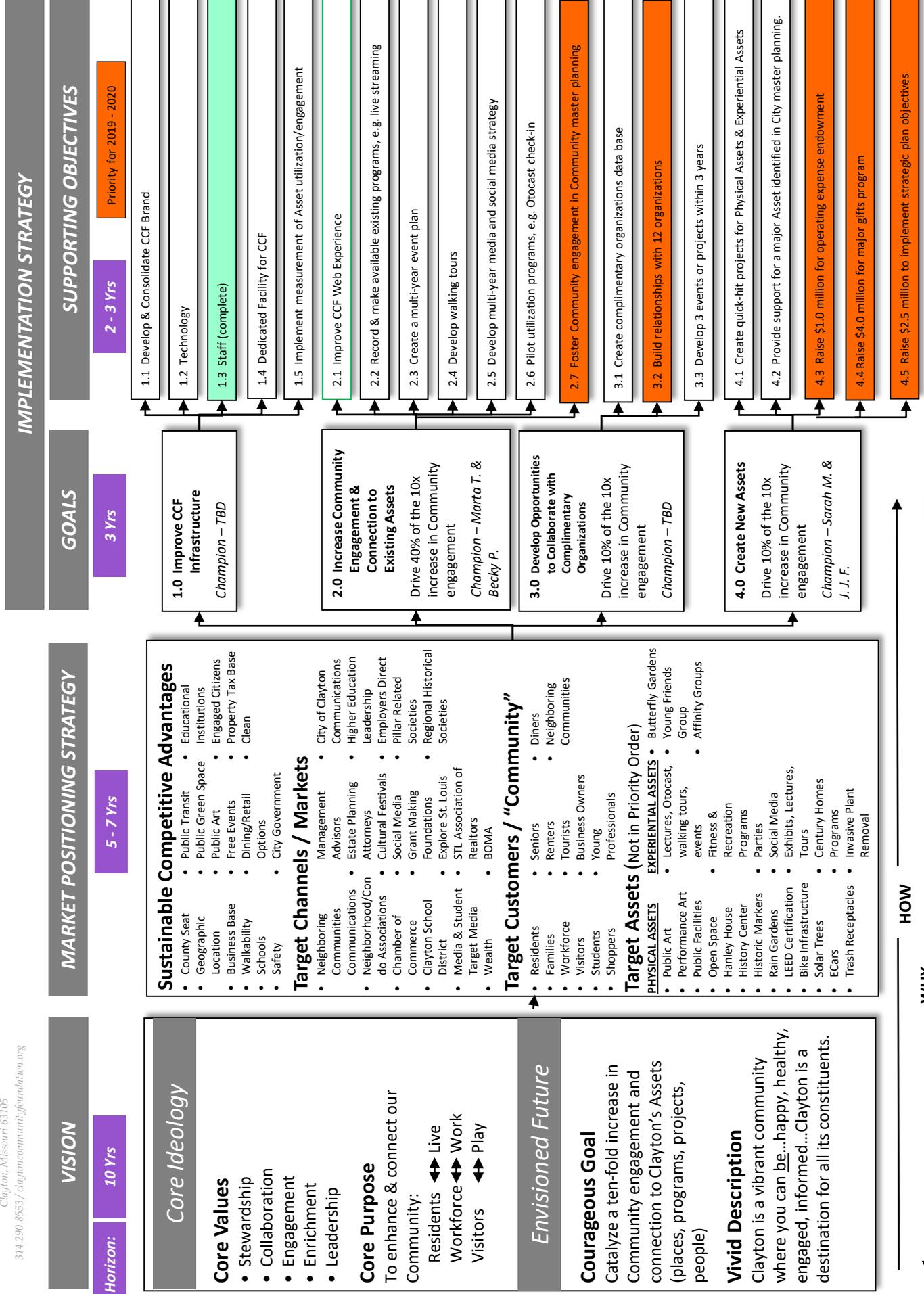
Account Title	FY18	FY19	FY19
	Actual	Budget	Year to Date
Beginning Balance	\$2,694,253.11	\$1,929,743.69	\$2,146,103.60
Revenue			
Donations - Individual	\$48,974.73	\$50,000.00	\$58,609.78
Donations-Individual-Restricted	\$44,520.00	\$50,000.00	\$28,229.99
Donations - Corporate	\$1,358.00	\$5,000.00	\$1,450.00
Donations-Corporate-Restricted	\$7,500.00	\$5,000.00	\$7,500.00
Donations - Stock	\$0.00	\$0.00	\$0.00
Donations - Dividends	\$36,079.97	\$30,000.00	\$27,757.84
Events	\$7,161.00	\$14,500.00	\$9,398.24
Grants	\$0.00	\$0.00	\$50,000.00
Tributes	\$11,250.00	\$6,000.00	\$5,000.00
Merchandise	\$7.35	\$50.00	\$36.09
Miscellaneous	\$0.00	\$0.00	\$0.00
Stock Market Value Change	\$353,308.14	\$0.00	\$1,375.06
Gain/Loss on Sale of Assets	\$0.00	\$0.00	\$0.00
Interest	\$4,023.84	\$3,000.00	\$7,677.85
Revenue - Subtotal	\$514,183.03	\$163,550.00	\$197,034.85
Year End Revenue	\$3,208,436.14	\$2,093,293.69	\$2,343,138.45
Operating Expenses			
CCF Contractual Services	\$59,703.85	\$93,518.99	\$76,056.05
CCF Commodities	\$38,897.26	\$17,800.00	\$20,731.22
Accrued CCF Expenses	\$0.00	\$0.00	\$0.00
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$12,966.50	\$21,019.00	\$11,597.82
CCF Parks	\$0.00	\$0.00	\$0.00
Operating Expenses - Subtotal	\$111,567.61	\$132,337.99	\$108,385.09
Project Expenses			
Clayton Century Foundation	\$792,977.87	\$375,000.00	\$238,746.80
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$0.00	\$0.00	\$0.00
CCF Parks	\$0.00	\$0.00	\$0.00
Project Expenses - Subtotal	\$792,977.87	\$375,000.00	\$238,746.80
Accrued Expenses			
CCF	\$2,163,437.31	\$1,512,528.70	\$1,881,376.81
Art	\$0.00	\$0.00	\$0.00
History	\$30,016.52	\$26,016.52	\$13,579.26
Parks	\$0.00	\$600.00	\$0.00
Accrued Expenses - Subtotal	\$2,193,453.83	\$1,539,145.22	\$1,894,956.07
Unrestricted Funds	\$110,436.83	\$46,810.48	\$101,050.49
Ending Balance	\$2,146,103.60	\$1,585,955.70	\$1,996,006.56

Clayton Community Foundation

Project Update

As of: December 31, 2019

Current Projects			
Description	Prior Fiscal Years Expenditures	Total Project Cost Budget	Total Project Cost To Date
Shaw Park All-Season Recreation Complex	\$0.00	\$14,200,000.00	\$0.00
Maryland Avenue Park	\$0.00	\$385,000.00	\$0.00
Total Current Projects	\$0.00	\$14,585,000.00	\$0.00
Completed Projects			
Description	CCF Expenditures	Total Project Cost	CCF General Fund Expenditures
Shaw Park Tree Top Playground	\$5,000.00	\$587,500.00	\$5,000.00
Sensory Garden Egg	\$750.00	\$1,500.00	\$750.00
Hanley Park Pavilion	\$10,000.00	\$281,817.00	\$10,000.00
Clayton History Book	\$34,251.39	\$34,251.39	\$14,251.39
Hanley House Porches	\$129,730.00	\$173,500.00	\$0.00
Shaw Park Master Plan Overlay	\$100,000.00	\$104,700.00	\$0.00
Hanley Park Signage	\$10,000.00	\$10,000.00	\$0.00
Shaw Park Multi-Use Facility Design	\$30,000.00	\$35,000.00	\$30,000.00
James Surls Sculpture in Shaw Park	\$420,000.00	\$420,000.00	\$20,000.00
Party of the Century	\$137,257.77	\$137,257.77	\$0.00
Enterprise Holdings Pavilion	\$750,000.00	\$798,000.00	\$0.00
Anderson Dog Park	\$112,500.00	\$122,000.00	\$0.00
Oak Knoll Playground	\$2,729.00	\$295,061.00	\$2,729.00
Shaw Park Recreational Trail - includes the 3 projects listed: Moneta Garden, Adult Fitness Center and Mayor Goldstein's Garden	\$285,394.59	\$586,000.00	\$32,500.00
Follman Plaza	\$16,050.52	\$16,050.52	\$0.00
Trova Installation - Two Standing Poets	\$1,639.33	\$1,639.33	\$0.00
Newman Green	\$120,000.00	\$124,500.00	\$0.00
Clayton Heritage Center	\$41,575.70	\$41,575.70	\$0.00
Taylor Park	\$10,000.00	\$416,519.26	\$5,000.00
Firefighters Memorial Garden	\$2,826.00	\$4,450.00	\$1,500.00
Otocast	\$8,980.00	\$8,980.00	\$6,230.00
Chapman Plaza and Falls	\$4,735,177.87	\$4,735,177.87	\$0.00
Family Center Playground	\$57,800.00	\$88,446.00	\$5,000.00
DeMun Park Project	\$40,267.50	\$540,000.00	\$0.00
Brentwood Dog Park	\$20,000.00	\$37,595.67	\$0.00
Sanger Picnic Site	\$7,543.25	\$22,640.00	\$0.00
Urban Trail in Oak Knoll Park	\$16,723.03	\$16,723.03	\$0.00
Total Completed Projects	\$7,106,195.95	\$9,640,884.54	\$132,960.39





Clayton Community Foundation

Philanthropy – February 2020

Board Committee Report

Our focus for Philanthropy is to encourage individual community member and small business to make an annual gift to CCF, recognize and reward donors, and to grow the Ralph Clayton Society.

2020 Committee Members:

Judy Goodman and Sarah Melinger are seeking to augment this committee. Calling all board members or volunteers with development experience or interest in messaging and community outreach for ongoing organizational support.

2020 Goals of the Philanthropy Committee:

- **January 2020 – Develop clear, inspiring message & consistent brand/visuals**
Alex to draft messages/language (refinement by Sarah/Judy). Alex to redesign rack card for printing/mailing/use. Develop narratives that provide funders with updates on all four initiatives and future projects therein. Giving levels are recognized in the annual report. Query for 2020 discussion: Do we want to consider benefits associated with each level?
- **February 28, 2020 – All that Glitters event**
Donor appreciation event for 2019 donors at Concordia Seminary. Typically, well attended, and an opportunity to communicate face-to-face with donors.
- **February 2020 – All that Glitters follow up:**
Alex to send targeted follow up with select donors. Utilize monthly CCF E-Blast to report on the event and share photos.
- **March 2, 2020 – Spring Campaign:**
Mailed letter with redesigned rack card to all Clayton residents (2019 donors suppressed for personalization and handwritten notes/president signature). Message: It is the goal of CCF to achieve 100% participation from every place that calls this vibrant city their home.
- **March 9, 2020 – Spring Campaign:**
E-Blast to full database & social media. Message/design matches the mailed letter. Provides giving levels and links/buttons to give. Highlight one project from each core initiative (4 total, so donor is giving to category that inspires them). Example: historical markers, Maryland pocket park (or Commons), E-cabs (or solar tree), and Art mural (or alternative TBD).
- **April 2020 – Spring Campaign:**
E-Blast to full database & social media. Content should reiterate goal and provide progress report (data visualization of how close and what additional contributions is

needed).

- **April 30, 2020 - Ralph Clayton Society Event:**
Hosted in the home of Gary and Robin Feder. Promote CCF History – Neighborhood Exhibit.
- **May 2020 – Production of 2019 Annual Report**
This snapshot and messaging piece is valuable for past and future donors to CCF.
- **May 7, 2020 – Give STL Day:**
E-Blast to full database & social media. Content will reiterate goal and provide progress report. Encourage support of regional giving day. Follow up with RCS attendees.
- **May 2020 – Business Appeal Campaign & Donor Renewal Letter**
Develop a targeted list of approx. 100 local Clayton businesses (non-major donors) for a personalized appeal with a message that aligns with their giving history or interests. Board, staff, etc. can help to develop this comprehensive list.
- **June 2020 – Eblast to database: progress report**
Inspiring message to database/donors that provides a snapshot of progress. Data visualization on goal if reached and additional participation required.
- **June 30, 2020 – Aiming for 70% of goal**
2019 Goal: \$130,000
2020 Goal: \$150,000 (\$105,000 by June 30)
- **August 2020 – Assess donation/participation status for Fourth Quarter efforts**
Consider back-to-school opportunities for distribution of rack cards, flyers and communications with school district groups.
- **September 9, 2020 – Ralph Clayton Society Event**
Steven Rosenblum to host in his home.
- **September 2020 – Ralph Clayton Society follow up:**
Alex to send email, phone call, and/or handwritten notes.
- **September 7, 2020 - Fall Campaign:**
Mailed letter with spring redesigned rack card to all Clayton residents (2019/2020 donors suppressed for personalization and handwritten notes/president signature). Message: 2020 goal of 100% participation from every place that calls this vibrant city their home. Provide progress report, data visualization on goal if reached and additional participation required.
- **September 2020 – Fall Campaign:**
E-Blast to full database & social media. Message/design matches the mailed letter. Provides membership levels and links/buttons to give. Highlight one project from each core initiative (4 total, so donor is giving to category that inspires them). Example: historical markers, Maryland pocket park (or Commons), E-cabs (or solar tree), and Art mural (or alternative TBD). Provide progress report, data visualization on goal if reached and additional participation required.

- **October 2020 – E-blast and/or invitation mailing to Ralph Clayton Society donors**
Send and personalize to high level donors.
- **October 2020 –Year-End Annual Appeal:**
Write letter and distribution list developed.
- **November 2020 –Year-End Annual Appeal:**
Mailed letter with spring redesigned rack card to all Clayton residents (2019/2020 donors suppressed for personalization and handwritten notes/president signature). Message: 2020 goal of 100% participation from every place that calls this vibrant city their home. Provide progress report, data visualization on goal if reached and additional participation required. Activate a phone bank for follow up phone calls and/or thank you messages.
- **December 2020 – Year-End Annual Appeal:**
E-Blast to full database & social media. Message/design matches the mailed letter. Provides giving levels and links/buttons to give. Highlight one project from each core initiative (4 total, so donor is giving to category that inspires them). Example: historical markers, Maryland pocket park (or Commons), E-cabs (or solar tree), and Art mural (or alternative TBD). Provide progress report, data visualization on goal if reached and additional participation required.

Provide holiday and best wishes for new year (2021) message. And thank you for supporting CCF. Perhaps have year-in-review? Highlights, accomplishments, etc.



Clayton Community Foundation

Major Gifts Committee Report – December 31, 2019

Our efforts focus on major projects, the development, sponsorship, completion and sustainability of initiatives. These initiatives are aligned with the 4 pillars of CCF: Arts, Parks, History and Sustainability.

Committee Members:

George Hettich-Chair, Ira Berkowitz, Joe Downs, Gary Feder, Josh Ferguson, J.J. Flotken, Judy Goodman, Stephanie Gross, Michelle Harris, Sarah Melinger, Al Rose, Steven Rosenblum, Colleen Watermon, Mike Zaccarello, Max Breitmayer

Major Gift Committee Meetings for 2020

January 21	July 21
February 18	August 18
March 17	September 15
April 21	October 20
May 19	November 17
June 16	December 15

Highlights of 2019 to date below:

Donor Meeting Status: Completion of monthly review of major individual and business donors. Committee to secure meetings for major gifts from individuals, businesses and other foundations. To date status below:

- Public Presentations: 6
- Donor Meetings: 14
- Proposals Submitted: 7
- Major Gifts Funded: 3

ARTS:

- **Sculpture:** The City of Clayton turned down a proposed sculpture for Oak Knoll Park.
- **DeMun Mural:** CCF MG has been approached to work with the building owner for the creation and installation of a wall mural overlooking DeMun Park.
- **Community Gateway Art:** The Art Committee within MG is working with stakeholders (Clayton Public Art Advisory Committee members, Saint Louis Art Museum, and the community) for placement of outdoor sculptures at strategic gateways into the Clayton.

HISTORY:

- **Historical Markers:** CCF History is moving forward with the historical markers in the City of Clayton. Katie Lerwick is working on a placement map. A subcommittee will be formed to focus on fundraising for the markers. Cost per markers is estimated between \$2,000-2,500.
- **Hanley House Restoration and History Center-** Steven Rosenblum has been in contact with

Susan Hanley. Sammy Kalish, the former CCF archivist, completed the moving and cataloging of items from the History Center to the CCF website.

PARKS:

- **The Commons at Shaw Park (f/k/a Shaw Park All-Season Recreation Complex {SPARC}):** The Commons has been a top priority in 2019. The project impacts the entire St. Louis region. The deck has been presented to multiple potential donor organizations. Centene has agreed to provide the lead donation, and discussions with other donors continue.
- **Maryland Park:** The City of Clayton acquired the property at 7811 Maryland Avenue for a pocket park. The park design was approved by the City. On behalf of CCF, Patty submitted, and we were awarded a grant from the Opus Foundation for \$50,000 towards this project. CCF will also be reaching out to several resident's families who may have interest in funding this project. A sub-committee will be formed to focus on fundraising for the Park. Total estimated cost is \$385,000.
- **Shaw Park South:** Discussions have been held with a donor to design upgrades to the southern end of Shaw Park. This would be a connector to the rest of the Park or some type of promenade integrating with Chapman Plaza.
- **DeMun Park:** The renovation project funding efforts were successful. A plaque has been installed on the new restroom acknowledging CCF's help with the project as well as the individual donors. Grand opening of the park took place on September 28, 2019 with community residents, city staff, local businesses and Board of Aldermen and CCF Board members.
- **Dog Park:** Norm West Dog Park opened with 200 members. CCF raised \$20,000 towards this project. MSD will build Clayton a new dog park at their expense once their work is completed.

SUSTAINABILITY:

- **Solar Trees:** Committee researched pricing, styles and potential locations. CCF created a project sheet to approach possible donors.
- **E-cabs/Free Cabs:** CCF conducted research on the possibility of bringing E-cabs to the City of Clayton including costs, service area and the impact on sustainability for the City. Sarah Melinger and George Hettich have spearheaded efforts to educate, stimulate interest and acquire funding for this project with a variety of organizations with a presentation and lunch offering. Carrolton Bank and Wellbridge have expressed interest in sponsoring at \$7,500 Level. A second educational lunch was held on August 15th at the Ceylon Building. It was well attended by local companies and generated more interest in the project. Total Project cost is \$135,000.



Clayton Community Foundation

Community Building Report – February 19, 2020

Our efforts focus on Communication, Public Events, and Engagement.

Committee Members:

Marta Toczylowski– Chair, Becky Patel, Cheryl Verde, Barbara Brinkman, Cordell Whitlock, Judy Goodman, Katie Lerwick, Carole Christie, Brian Edwards, Jennifer Volk. New members are welcome.

Community Building Committee Meetings for 2020

Community Building Committee Meetings are held virtually in most cases during 2020, via conference call, from 8:00-9:00 on the first or second Thursday of each month. Our March meeting will be on Tuesday, March 3rd. Please contact Marta for the call-in number if you would like to participate.

Communications

- 2020 goal of developing a CCF brand style guide for CCF. Which will be used internally (staff & board) to keep the organization cohesive, consistent, and recognizable.
- Style guide to include: Fonts, logos, annual collateral, mission statement, vision statement, boiler plate, talking points, website language and images, additional messaging (development of organizational voice), language to aligned with philanthropy campaigns (spring, fall, end-of-year), online video/media
- Style guide to be informed by audit of current website. Committee to steer the compiling of quality content for potential development of new website.
- Audit of all project sheets. The past project sheets tell the story of CCF accomplishments. The archive provides a snapshot for patrons of past completed projects and can be translated to print and web for both promotion based purposes and future fundraising.
- Understand the messaging barriers. Example: 1) the current name “community” from previous name “century”, 2) The word “foundation”, which might imply an organization with sole endowment for grant making or distribution of funds, 3) Public-Private Partnership, might appear to be government jargon that doesn’t inspire patrons to give. Instead should focus on the mission and the projects (past, current, and future).

Giveaways:

- The Committee will discuss items to give away at summer Musical Nights, Chapman Plaza Events and Picnic in the Park. Last year the pop out fans and bouncy balls were well received. We may continue with those giveaways.
- The free CCF gift with a 2020 donation will be a limited-edition pin. This fits easily in a mailing envelope, is lightweight, cost-effective, but also stylish for wearing and brand awareness.

Social Media (FB & IG) and Communications:

- Social media will align with upcoming CCF activities such as CCF sponsored events, park openings, project unveilings, or related celebrations. Additionally, it will align with fundraising campaigns (spring, fall, end-of-year).
- Social Media will represent all four pillars. Barbara has been key in the Arts pillar, but we will try to explore more representation of History, Parks and Sustainability.
- Social media overall should have a consistent, strong organizational tone. Additionally, it will be inspiring and encourage dialogue.
- Explore social media micro-fundraising (donating online) -we plan to launch at least one Facebook fundraiser connected to a project (similar to our Demun Park fundraiser) to engage the community.
- Social media platforms should be streamlined to Facebook and Instagram. All other platforms

should be deleted. Members of the Community Building Committee should act as ambassadors of content and sharing the CCF message with a larger audience. All this will be in coordination with CCF staff.

- We have 399/419 Facebook likes/followers. We have 192 followers on Instagram.

Video:

- Cordell Whitlock recently completed the new CCF promotional video. Its release will be timed with the spring 2020 campaign mailing/web (March). This will allow the video to really drive the message of CCF and celebrate its history and future impact.

Events (see calendar to confirm dates, times, locations):

- Picnic in the Park – We will have a booth at this event with a giveaway and scavenger hunt.
- Musical Nights at Oak Knoll Park – We had two very successful concerts this year, with great attendance, however two were cancelled due to weather.
- Chapman Plaza Concert Series was sponsored through CCF this year – We had committee recommendations to start the concert earlier and consider making it more of a corporate targeted event.
- DeMun Park Re-Opening – This event was a huge success with ~250 people in attendance and a great atmosphere for the community that uses DeMun Park.
- We are interested in coming to community meetings (HHA, Condo, or others) to share information about CCF. If you have an idea, please let Becky Patel and/or Sarah Melinger know if we can get a few minutes on your agenda.
- Marta spoke at the Old Town meeting and CCF provided a giveaway
- We can schedule lectures or panel discussions on topics related to our core pillars – if you have any ideas, let us know and we can plan something together.

Opportunities for Board Involvement/Volunteers:

- Would like someone to review our website periodically (~1x/month) and recommend updates for programming, announcements, and accuracy.
- Would like someone to highlight something on sustainability at least once a month.
- Would like someone to highlight something on history at least once a month.
- Would like someone to highlight something on parks at least once a month.
- Any ideas YOU have are welcome!



Clayton Community Foundation

Board Development Report – February 2020

Our efforts focus on Engagement, Education, Team Building.

Committee Members:

Chuck Freedman, Cindy Rapponotti, Janet Horlacher, Cindy Wallach, J.J. Flotken, Sarah Melinger, Becky Patel, Judy Goodman

Board Development Committee Meetings for 2020

January 22 & 28 (orientation)	July 9
February 13	August 13
March 12	September 10
April 9	October 8
May 14	November 12
June 11	December 10

Highlights and Initiatives for 2020:

- **Board Orientation:** We successfully completed two orientation meetings to accommodate our eight new board members, the largest new board member class ever. Becky Patel and Sarah Melinger led them through a presentation on our history, purpose, current projects and opportunities for them to get involved. Most committee chairs attended at least one of the meetings and spoke about their respective committees as well.
- **Board Education and Team Building:** Initiated Board education with guest speakers at quarterly board meetings on topics tied to our four pillars: Parks, History, Arts, Sustainability. Team building exercise/Icebreaker will begin with the February board meeting.
- **Board Commitment:** Monthly review of current members for engagement/involvement of one or more committees or a CCF project or initiative. Plans to check in with each new board member a couple times throughout the year to ensure their engagement.
- **Board Seats:** Monthly evaluation of quantity of board seats open for 2021 slate of new board members. Monthly review of the process of seeking and reviewing board nominations. Slate of nominees to go to the Executive Committee and then to the BOD in October.
- **Nomination process:** Nomination deadline for this year is August 31, 2020. The nominations for both renewing and new terms will be reviewed in the September

meeting and a recommended slate of nominees will be developed. The slate of nominees will be voted on in the October Executive Committee meeting. The slate will be moved to the full board for a vote in the October board meeting.

- **Committee Membership:** Chuck Freedman, Cindy Rapponotti, Janet Horlacher, Judy Goodman, Cindy Wallach, Sarah Melinger, J.J. Flotken

- **Staff:** Alex Elmestad & Karen Busch



Clayton Century Foundation

CCF History Report – February 19, 2020

Committee Members:

Katie Lerwick – Chair, Rebecca Thorn – Vice-Chair, Cindy Berger, Jo Christner, Judy Goodman, Bob Paster, Jim Sherby, Cheryl Verde, Hank Winkelman

Clayton Community Foundation's History Center

- Progress continues on the renovations at the Center of Clayton. The updated timeline for us to move into our new space is sometime in April.

First exhibit of 2020 - Neighborhoods

- Despite the temporary loss of our History Center, we are continuing to plan our Neighborhoods exhibit and have targeted an opening date of sometime in the late summer/early fall. For our fourth exhibit we are excited to include some new approaches to the way we present our “story.”
 - Jim Sherby, CCF-History committee member and author of, *From New Madrid to Claverach: How an Earthquake Spawned a St. Louis Suburb*, and his wife Kathy, have offered to share a collection of documents and memorabilia related to their Claverach home. These documents show the entire history of the home – from the time Kathy’s grandparents purchased the lot, continuing throughout the entire construction. Using the Sherby’s material, our plan is to create our first online exhibit on CCF’s website. This will complement our exhibit at the History Center, offering community members to opportunity to learn and engage using a different platform.
 - Another exciting addition planned for the Neighborhoods exhibit is a video featuring the former Preservation Historian for St. Louis County Parks and Recreation, Esley Hamilton. Esley has generously agreed to share his wealth of knowledge on the history of 8 Clayton neighborhoods in a series short videos. These 3 to 5 minute segments will highlight the following areas: Bemiston, Hi-Pointe, Carrswold, Hillcrest, Clayton Gardens, Wydown/Forsyth, The Moorlands, and Davis Place/Polo. The plan is to film Esley at each location where he will explain interesting and little-known facts surrounding the development of these Clayton neighborhoods, including some of the unique personalities behind them. Our hope is to feature these videos on a tv monitor outside the History Center for the duration of the exhibit. The segments will also be included in our permanent collection and available to visitors of the History Center on an ongoing basis. CCF-History is very fortunate for the opportunity to work with someone like Esley, whose knowledge of St. Louis County neighborhoods and architecture is unsurpassed in the region.
 - Finally, we need your help! If you, or any of your friends or family members, have any images of Clayton neighborhoods from the past CCF-History would love to have access to them for this exhibit – or possibly acquire them if they are suitable for the collection. We would also welcome any memories or interesting stories regarding your experiences living in Clayton’s neighborhoods. Please email me at klerwick@gmail.com if you can help. Thank you!

Historical Markers

- Plans for the first historic markers will be presented to the Board of Alderman later this month.



February 2020 Board of Aldermen Update

- 1) The Police and Fire Departments launched their own Social Media pages. Please follow them on Facebook, Instagram and Twitter. The departments are also active on Nextdoor.
- 2) Throughout 2019, Clayton Police received a noticeable increase in calls involving homeless individuals, especially in the Central Business District. To address this trend, the Clayton Police Department hosted a meeting on November 14 with officials from the St. Louis County Police Department, the Richmond Heights Police Department, the Clayton Fire Department, Metrolink, the County Jail, the St. Louis County Homeless Outreach Office, and BJC Behavioral Health to discuss resources and options for assisting homeless people in Clayton and Richmond Heights. There was a second meeting in mid-December.
- 3) Follow-up on 21 CP Community Engagement Report (CER): During interviews with the 21 CP consultants, officers expressed a concern that their dutiful response to “suspicious person” calls from citizens could potentially expose them to accusations of biased policing. Therefore, the 21CP CER recommended an audit of the dispatching records for these types of calls from citizens over the past five years to better understand how the calls are received, processed, and dispatched. The analysis may lead to recommendations on improved training and policies at the East Central Dispatch Center, as well as new protocols for the officers’ response. The audit should be done in the next couple of months.
- 4) At the 1/28 Board of Aldermen meeting, Financial Director Janet Watson presented the 4th Quarter Financial Report. The report reflected a \$569,136 surplus for this fiscal year. Details can be found in the Board packet on the City’s website.
- 5) Parks Projects Update
 - a. Anderson Park: The Deer Creek Sanitary Tunnel contractor has completed the drill and blast excavation of the rock from the shaft within Anderson park in December. The boring machine was removed from the shaft throughout January. The project is on schedule and per the City’s agreement, a newly built dog park will reopen in April 2021 paid for by MSD.
 - b. DeMun Park: The project was finished in December. The Mister will be connected and turned on in the Spring. There will also be some trees replaced and replanted in the Spring.
 - c. Oak Knoll Roof: The roof project was completed by Old World Roofing in November.
 - d. The Center of Clayton: Work continues to move forward and as a reminder, the Center will be closed fully throughout Spring Break.
 - e. Ice Rink: Work continues to remove equipment and materials from the inside of the building in preparation for demolition in March. The dasher board system was purchased by a buyer from Colorado. The motivation in selling these materials is for LEED certification purposes. All materials that are repurposed rather than end up in landfill will secure points towards this effort.

6) Planning and Development

- a. Forsyth Pointe. U.S. Capital went to the Architectural Review Board/Plan Commission (ARB/PC) on February 3 with plans for a unified development at the corners of Forsyth and Brentwood/Meramec. If the plans are approved by the ARB/PC, it will go the Board of Aldermen.
- b. The AC Hotel (place of old police station) submitted its application for building permits.
- c. HBE Corporation submitted plans for its project. The plans are on the City's website under "pending applications."
- d. The ARB/PC approved plans for construction of townhomes for 114, 124, and 134 Gay Avenue. The plans will now go to the Board of Aldermen in February.
- e. A link to information about the 2020 U.S. Census and the City's Complete Count Committee has been added to the Planning Department's home page.
- f. The City is in the process of selecting a firm for the Comprehensive Plan. Please keep an eye on the City's website for more information on this important project.

Submitted by Bridget McAndrew

CLAYTON CENTURY FOUNDATION

FINANCIAL STATEMENTS

DECEMBER 31, 2018 AND 2017



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Independent Auditors' Report

Board of Directors
Clayton Century Foundation
Clayton, Missouri

Report On The Financial Statements

We have audited the accompanying financial statements of Clayton Century Foundation (the Foundation), a not-for-profit organization, which comprise the statement of financial position as of December 31, 2018 and 2017, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility For The Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Clayton Century Foundation as of December 31, 2018 and 2017, and the changes in their net assets and their cash flows for the years then ended, in accordance with accounting principles generally accepted in the United States of America.

Emphasis of Matter

As discussed in Note 1, Clayton Century Foundation adopted Financial Accounting Standards Board (FASB) Accounting Standards Update 2016-14, *Presentation of Financial Statements of Not-for-Profit Entities*, during 2018. Our opinion is not modified with respect to this matter.

* 

CLAYTON CENTURY FOUNDATION
STATEMENT OF FINANCIAL POSITION

	Assets	
	December 31,	
	2018	2017
Current Assets		
Cash and cash equivalents	\$ 127,670	\$ 116,787
Prepaid insurance	956	956
Interest receivable	419	2,065
Total Current Assets	129,045	119,808
Investments (Note 3)	100,000	350,000
Restricted Investments (Note 3)	2,077,752	2,224,475
Total Assets	\$ 2,306,797	\$ 2,694,283
	Liabilities And Net Assets	
Liabilities		
Accounts payable and accrued expenses (Note 5)	\$ 147,786	\$ —
Net Assets		
Without donor restrictions	142,900	163,339
With donor restrictions (Note 4)	2,016,111	2,530,944
Total Net Assets	2,159,011	2,694,283
Total Liabilities And Net Assets	\$ 2,306,797	\$ 2,694,283

CLAYTON CENTURY FOUNDATION

STATEMENT OF ACTIVITIES For The Years Ended December 31, 2018 And 2017

	2018			2017		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
Public Support And Revenues						
Public Support:						
Grants	\$ —	\$ —	\$ —	\$ 50,000	\$ —	\$ 50,000
Donated services (Note 1)	66,765	—	66,765	65,024	—	65,024
Contributions	47,583	66,045	113,628	17,445	1,736,313	1,753,758
Total Public Support	114,348	66,045	180,393	132,469	1,736,313	1,868,782
Revenues:						
Events	\$ 7,161	\$ —	\$ 7,161	\$ 2,500	\$ —	\$ 2,500
Miscellaneous income	7	—	7	5,119	—	5,119
Investment income (Note 3)	4,024	389,388	393,412	2,711	127,022	129,733
Net assets released from restrictions:						
Satisfaction of program restrictions (Note 4)	970,266	(970,266)	—	2,035,156	(2,035,156)	—
Total Revenues	981,458	(580,878)	400,580	2,045,486	(1,908,134)	137,352
Total Public Support and Revenues	1,095,806	(514,833)	580,973	2,177,955	(171,821)	2,006,134
Expenses						
Program services	938,635	—	938,635	2,022,796	—	2,022,796
Management and general	157,213	—	157,213	112,967	—	112,967
Fundraising	20,397	—	20,397	22,525	—	22,525
Total Expenses	1,116,245	—	1,116,245	2,158,288	—	2,158,288
Increase (Decrease) In Net Assets	(20,439)	(514,833)	(535,272)	19,667	(171,821)	(152,154)
Net Assets - Beginning Of Year	163,339	2,530,944	2,694,283	143,672	2,702,765	2,846,437
Net Assets - End Of Year	\$ 142,900	\$ 2,016,111	\$ 2,159,011	\$ 163,339	\$ 2,530,944	\$ 2,694,283

CLAYTON CENTURY FOUNDATION
STATEMENT OF FUNCTIONAL EXPENSES

	For The Years Ended December 31,	
	2018	2017
Program Services		
Grants to City of Clayton:		
Shaw Park North Hill	\$ 880,835	\$ 2,000,540
Shaw Park Walking Trail	—	21,000
Otocast Walking Tour	—	1,256
Family Center Playground	57,800	—
Total Program Services	\$ 938,635	\$ 2,022,796
 Management And General		
Contributed services	\$ 66,765	\$ 65,024
Dues and memberships	—	21
Maintenance and repair	140	128
Meetings and receptions	11,262	6,420
Contractual services	42,395	29,901
Insurance	2,690	1,582
Office supplies and equipment	33,961	9,891
Total Management And General	\$ 157,213	\$ 112,967
 Fundraising		
Printing and photography	\$ 8,663	\$ 7,218
Advertising	9,308	13,031
Postage	2,426	2,276
Total Fundraising	\$ 20,397	\$ 22,525

CLAYTON CENTURY FOUNDATION

STATEMENT OF CASH FLOWS

	For The Years Ended December 31,	
	2018	2017
Cash Flows From Operating Activities		
Decrease in net assets:	\$ (535,272)	\$ (152,154)
Adjustments to reconcile decrease in net assets to cash used in operating activities:		
In-kind donation of securities	—	(1,648,090)
Realized gain on redemption of securities	(26,203)	40,176
Unrealized loss (gain) on securities	(327,106)	(116,568)
Changes in operating assets and liabilities:		
Decrease in promises to give	—	21,000
Prepaid insurance	—	(956)
Decrease in dividends receivable	—	10,116
(Increase) decrease in accrued interest receivable	1,646	(2,035)
Increase in accounts payable	147,786	(1,500,000)
Net Cash Used In Operating Activities	(739,149)	(3,348,511)
Cash Flows From Investing Activities		
Proceeds from redemption of investments	750,032	3,250,008
Net Cash Provided By Investing Activities	750,032	3,250,008
Net Increase (Decrease) In Cash And Cash Equivalents	10,883	(98,503)
Cash And Cash Equivalents - Beginning Of Year	116,787	215,290
Cash And Cash Equivalents - End Of Year	\$ 127,670	\$ 116,787

CLAYTON CENTURY FOUNDATION

NOTES TO FINANCIAL STATEMENTS

December 31, 2018 And 2017

1. Summary Of Significant Accounting Policies

The financial statements of the Clayton Century Foundation (the Foundation) have been prepared in conformity with accounting principles generally accepted in the United States of America (GAAP) as applied to not-for-profit organizations. The more significant of the Foundation's accounting and reporting policies and practices are described below.

Basis Of Accounting

The financial statements of the Foundation have been prepared on the accrual basis of accounting.

Recent Accounting Pronouncements

In August 2016, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) 2016-14, *Presentation of Financial Statements of Not-for-Profit Entities*. The ASU appends the current reporting model for not-for-profit organizations and enhances their required disclosures. The primary changes include: (a) requiring the presentation of only two classes of net assets now entitled "net assets without donor restrictions" and "net assets with donor restrictions", (b) requiring that all not-for-profits present an analysis of expenses by function and nature in either the statement of activities, a separate statement, or in the notes and disclose a summary of the allocation methods used to allocate costs, (c) requiring the disclosure of quantitative and qualitative information regarding liquidity and availability of resources, and (d) modifying other financial statement reporting requirements and disclosures intended to increase the usefulness of not-for-profit financial statements. The Foundation implemented the ASU for the year ended December 31, 2018. Accordingly, a reclassification of net assets has been made to conform beginning net asset balances to the current presentation.

Basis Of Presentation

Financial statement presentation follows the requirements of the Financial Accounting Standards Board for not-for-profit organizations by presenting assets and liabilities within similar groups and classifying them in ways that provide relevant information about their interrelationships, liquidity and financial flexibility. As a result, the Foundation is required to report information regarding its financial position and activities according to two classes: net assets without donor restrictions and net assets with donor restrictions.

CLAYTON CENTURY FOUNDATION

Notes To Financial Statements (*Continued*)

Estimates And Assumptions

The Foundation uses estimates and assumptions in preparing financial statements. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported revenues and expenses. Actual results could differ from those estimates.

Cash And Cash Equivalents

The Foundation considers all highly liquid, short-term investments with original or remaining maturities of three months or less to be cash equivalents.

The Foundation invests its excess cash with financial institutions with strong credit ratings. At times, such amounts may be in excess of the Federal Deposit Insurance Corporation (FDIC). As of December 31, 2018 and 2017, deposits were not in excess of uninsured amounts.

Contributions

Noncash contributions are recorded at their estimated fair values at the date of the gift.

Support With And Without Donor Restrictions

The Foundation reports gifts of cash and other assets as restricted support if they are received with donor stipulations that limit the use of the donated assets.

When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions.

Donated Services

Donated services valued at \$66,765 and \$65,024 for 2018 and 2017, respectively, represent services donated by the City of Clayton. Donated services are valued at rates comparable to the value of those paid.

Donated services are recognized as both a revenue and expense and, therefore, do not affect net assets without donor restrictions.

CLAYTON CENTURY FOUNDATION

Notes To Financial Statements *(Continued)*

Functional Expenses

The Foundation allocates its expenses on a functional basis between the program services, management and general, and fundraising categories. The Foundation allocates expenses based upon the specific identification of expenses with their functional purpose.

Fundraising

The Foundation follows the policy of charging the cost of fundraising to expense as incurred. Fundraising expenses amounted to \$20,397 and \$22,525 for the periods December 31, 2018 and 2017, respectively.

Income Taxes

Clayton Century Foundation constitutes a qualified not-for-profit organization under Section 501(c)(3) of the Internal Revenue Code and is, therefore, exempt from federal income taxes on related, exempt income.

Subsequent Events

Management evaluates subsequent events through the date the financial statements are available for issue, which is the date of the Independent Auditors' Report.

2. Organization

Clayton Century Foundation is a nonprofit organization incorporated on March 29, 1993, under the laws of the State of Missouri, to encourage public-private partnerships to support the restoration and enhancement of the City of Clayton's cultural, recreational, and environmental assets. The Foundation focuses on four priority initiatives: to nurture the parks, honor the past, promote public art, and support sustainability.

CLAYTON CENTURY FOUNDATION

Notes To Financial Statements (Continued)

3. Investments And Fair Value Disclosures

Investments consist of:

	<u>2018</u>	<u>2017</u>
Certificates of deposit	\$ 100,000	\$ 350,000
Closely held equity securities	<u>2,077,752</u>	<u>2,224,475</u>
	<u>\$ 2,177,752</u>	<u>\$ 2,574,475</u>

Investments are carried at fair value in accordance with accounting principles generally accepted in the United States of America, except for certificates of deposit, which are carried at cost plus accrued interest which approximates fair value.

At December 31, 2018 and 2017, investments are presented on the financial statements as:

	<u>2018</u>	<u>2017</u>
Investments	\$ 100,000	\$ 350,000
Restricted investments	<u>2,077,752</u>	<u>2,224,475</u>
	<u>\$ 2,177,752</u>	<u>\$ 2,574,475</u>

Accounting rules for fair value measurements establish a framework for measuring fair value. There are three major categories of assets and liabilities measured at fair value on a recurring basis: using quoted market prices in active markets for identical assets (Level 1); using significant other observable inputs for similar assets (Level 2); and using significant unobservable inputs (Level 3). The framework provides a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. The hierarchy gives the highest priority to unadjusted quoted market prices in active markets for identical assets or liabilities (Level 1 measurements) and the lowest priority to unobservable inputs (Level 3 measurements). However, as discussed below, the Foundation's investments consist entirely of closely held securities valued at net asset value. Thus, none of the Foundation's investments are classified in the Level 1, 2, or 3 hierarchy.

CLAYTON CENTURY FOUNDATION

Notes To Financial Statements (Continued)

The following are the major categories of assets measured at fair value on a recurring basis during the year ended December 31, 2018:

	<u>December 31, 2018</u>	
	<u>Total</u>	<u>Investments Measured At Net Asset Value</u>
<u>Closely held equity securities</u>	\$ 2,077,752	\$ 2,077,752

The following are the major categories of assets measured at fair value on a recurring basis during the year ended December 31, 2017:

	<u>December 31, 2017</u>	
	<u>Total</u>	<u>Investments Measured At Net Asset Value</u>
<u>Closely held equity securities</u>	\$ 2,224,475	\$ 2,224,475

As permitted by generally accepted accounting principles, certain investments are measured at fair value using their net asset value per share (or its equivalent) as a practical expedient, and therefore, have not been classified in the fair value hierarchy.

CLAYTON CENTURY FOUNDATION

Notes To Financial Statements (Continued)

The following table summarizes the Foundation's investments in entities that calculate net asset value per share (or its equivalent):

December 31, 2018				
	Fair Value	Unfunded Commitments	Redemption Frequency (If Currently Eligible)	Redemption Notice Period
Closely held equity securities	\$ 2,077,752	\$ —	Annually	No mandatory notice period; contributed shares are typically redeemed in the year
	<u>\$ 2,077,752</u>	<u>\$ —</u>		
December 31, 2017				
	Fair Value	Unfunded Commitments	Redemption Frequency (If Currently Eligible)	Redemption Notice Period
Closely held equity securities	\$ 2,224,475	\$ —	Annually	No mandatory notice period; contributed shares are typically redeemed in the year
	<u>\$ 2,224,475</u>	<u>\$ —</u>		

Closely Held Equity Securities

Closely held equity securities represent shares of ownership in a privately owned company. These securities have been donated to the Foundation. The securities are valued at their value per share (as calculated by company management) on the date of their donation to the Foundation. The company recalculates the value per share semi-annually. However, the Foundation typically redeems its shares within one year of being received, which may occur prior to the next revaluation date.

Investment Income

Investment income includes interest income and dividend income on closely held equity securities. Additionally, investment income for 2017 includes realized losses of \$40,176 upon the redemption of closely held equity securities, and investment income for 2018 includes realized gains of \$26,203 upon the redemption of closely held equity securities.

CLAYTON CENTURY FOUNDATION

Notes To Financial Statements (Continued)

4. Net Assets

Net assets with donor restrictions as of December 31, 2018 and 2017 are restricted for the following purposes:

	<u>2018</u>	<u>2017</u>
Follman Plaza	8,949	8,949
Chapman Plaza	1,925,550	2,416,997
Anderson Park Trees	10,500	10,500
Bench & Tree Program	7,860	12,734
Clayton Heritage Center	8,805	13,416
History Funds	—	54
Hanley House	6,344	6,043
Park Funds	600	600
Family Center Playground	—	56,000
Center of Clayton Aquarium	—	156
DeMun Park Playground	35,290	1,495
Historical Artifacts	2,394	4,000
Urban Trail in Oak Knoll Park	9,819	—
	<u>\$ 2,016,111</u>	<u>\$ 2,530,944</u>

Net assets released from purpose restrictions during 2018 and 2017 are as follows:

	<u>2018</u>	<u>2017</u>
Firefighters Garden	\$ —	\$ 124
Chapman Plaza	880,835	2,000,000
Bench & Tree Program	14,624	3,088
Clayton Heritage Center	4,861	4,787
History Funds	204	327
Otocast - Walking Tour App	—	2,980
Family Center Playground	57,800	—
Center of Clayton Aquarium	154	1,845
DeMun Park Playground	—	1,005
Walking Trail in Shaw Park	—	21,000
Historical Artifacts	1,607	—
Urban Trail in Oak Knoll Park	10,181	—
	<u>\$ 970,266</u>	<u>\$ 2,035,156</u>

CLAYTON CENTURY FOUNDATION

Notes To Financial Statements (Continued)

5. Accounts Payable And Accrued Expenses

At December 31, 2018, accounts payable and accrued expenses represent amounts payable to the City of Clayton, Missouri, related to the Chapman Plaza project within Shaw Park.

6. Related Party Transactions

The management of the City of Clayton, Missouri maintains the accounting records and conducts the administrative activities of the Foundation, as the Foundation has no employees. Additionally, substantially all of the Foundation's program services expenses represent grants to the City of Clayton, Missouri to fund improvements to the City's cultural, recreational, and environmental facilities.

7. Liquidity And Availability Of Financial Assets

At December 31, 2018, the Foundation financial assets available within one year of the statement of financial position date for general expenditures are as follows:

Cash and cash equivalents	\$ 127,670
Interest receivable	419
Investments	<u>100,000</u>
Financial Assets Available To Meet General Expenditures Over The Next Twelve Months	<u>\$ 228,089</u>

The Foundation strives to fully fund its current liabilities with liquid financial assets. The cash and cash equivalents used to cover current liabilities are limited to cash in checking accounts and FDIC insured certificates of deposit.

CLAYTON CENTURY FOUNDATION

AUDITOR COMMUNICATIONS

DECEMBER 31, 2018 AND 2017

DRAFT



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Board of Directors
Clayton Century Foundation
St. Louis, Missouri

We have audited the financial statements of the Clayton Century Foundation (the Foundation) for the years ended December 31, 2018 and 2017, and have issued our report thereon dated *_____. Professional standards require that we provide you with the following information related to our audit.

Our Responsibility Under U.S. Generally Accepted Auditing Standards

As stated in our engagement letter dated January 25, 2019 our responsibility, as described by professional standards, is to express an opinion about whether the financial statements prepared by management are fairly presented, in all material respects, in conformity with U.S. generally accepted accounting principles. Our audit of the financial statements does not relieve you or management of responsibility for the accuracy of the financial statements.

Other Information In Documents Containing Audited Financial Statements

To our knowledge, the 2018 and 2017 audited financial statements are not included within any other document.

Planned Scope And Timing Of The Audit

We performed the audit as stated in our engagement letter dated January 25, 2019 regarding the nature, timing and extent of our audit procedures.

Significant Audit Findings

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. In accordance with the terms of our engagement letter, we will advise management about the appropriateness of accounting policies and their application. The significant accounting policies used by the Foundation are described in Note 1 to the financial statements. During 2018, the Foundation adopted FASB Accounting Standards Update (ASU) 2016-14, *Presentation of Financial Statements of Not-for-Profit Entities*, which affected the presentation and disclosures related to net assets, functional expenses and liquidity. Except as noted, no new accounting policies were adopted and the application of existing policies was not changed during the years ended December 31, 2018 and 2017. We noted no transactions entered into by the Foundation during the year for which there was a lack of authoritative guidance or consensus. There are no significant transactions that have been recognized in a different period than when the transactions occurred.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected.

The most sensitive estimates affecting the financial statements are:

- Fair value of investments
- Donated services

We evaluated the key factors and the assumptions used to develop the above estimates and determined they are reasonable in relation to the financial statements taken as a whole.

The disclosures to the financial statements are neutral, consistent and clear. Certain financial statement disclosures are particularly sensitive because of their significance to the financial statements' users. The most sensitive disclosures affecting the financial statements are:

- Note 3 - Investments and Fair Value Disclosures
- Note 4 - Net Assets
- Note 7 - Liquidity and Availability of Financial Assets

Difficulties Encountered In Performing The Audit

We encountered no difficulties in dealing with management in performing and completing our audit.

Corrected And Uncorrected Misstatements

Professional standards require us to accumulate all factual, judgmental and projected misstatements identified during the audit, other than those that are trivial, communicate them to the appropriate level of management, and request their correction. Management has corrected all audit adjustments considered to be material, either individually or in the aggregate, which resulted in a net increase to the change in net assets in the amount of \$30 for 2018 and 2017. In addition, there were no uncorrected misstatements during 2018 and 2017.

Disagreements With Management

For purposes of this letter, professional standards define a disagreement with management as a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditors' report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in the management representation letter dated * .

Management Consultations With Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves the application of an accounting principle to an entity's financial statements or a determination of the type of auditors' opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings Or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Foundation's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the Board of Directors and management of the Foundation and is not intended to be and should not be used by anyone other than these specified parties.

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CLAYTON CENTURY FOUNDATION

MANAGEMENT LETTER

DECEMBER 31, 2018

DRAFT

Management and the Board of Directors
Clayton Century Foundation
Clayton, Missouri

In planning and performing our audit of the financial statements of the Clayton Century Foundation (the Foundation) as of and for the years ended December 31, 2018 and 2017, in accordance with auditing standards generally accepted in the United States of America, we considered the Foundation's internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Foundation's internal control. Accordingly, we do not express an opinion on the effectiveness of the Foundation's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be significant deficiencies or material weaknesses and, therefore, significant deficiencies or material weaknesses may exist that were not identified. However, as discussed below, we identified a deficiency in internal control that we consider to be a significant deficiency.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect and correct misstatements on a timely basis. A *material weakness* is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis. We did not identify any deficiencies in internal control that we consider to be material weaknesses.

A *significant deficiency* is a deficiency, or combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit the attention by those charged with governance. We consider the following deficiency in the Foundation's internal control to be a significant deficiency:

The Foundation did not account for certain transactions in accordance with generally accepted accounting principles for not-for-profit entities

During our audits, we determined that the Foundation did not account for certain transactions in accordance with generally accepted accounting principles (GAAP) for not-for-profit entities as follows:

- Not-for-profit entities are required to report their net assets in the following categories based upon the presence or absence of donor restrictions: net assets with donor restrictions and net assets without donor restrictions. The Foundation's total net assets as reported within its unadjusted 2017 and 2018 financial records were accurate. However, while the Foundation maintained schedules to track additions to and releases from restricted net assets throughout 2017 and 2018, net assets were not tracked as being restricted or unrestricted on the Foundation's general ledger, thus requiring adjusting journal entries.
- The Foundation received donated services from the City of Clayton for various employee services. The Foundation did not record these services as both a revenue and expense during 2017 or 2018.
- The Foundation did not record the adjusting journal entries from its 2015 and 2016 financial statement audits within its books and records. As a result, the Foundation's unadjusted 2017 beginning of year net asset balance was misstated, requiring an adjusting entry during the 2017 financial statement audit.

We recommend that the Foundation institute appropriate internal controls in order to maintain its financial records in compliance with the requirements of GAAP for not-for-profit entities. Specifically, we recommend:

- The Foundation should utilize its net asset tracking spreadsheet as the basis for recording entries to the Foundation's general ledger related to net assets.
- The Foundation should record revenue and expense related to donated services received from the City of Clayton on its financial statements.

- The Foundation should record all adjusting entries resulting from its financial statement audits within its books and records immediately upon the conclusion of the audit.

This communication is intended solely for the information and use of management, the Board of Directors, others within the organization, and is not intended to be and should not be used by anyone other than these specified parties.

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