



CLAYTON COMMUNITY
FOUNDATION

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

CCF Board of Directors Meeting
Minutes
February 19, 2020

Attendees: Becky Patel*, Cindy Rapponotti*, Gary Feder*, George Hettich*, Marta Toczykowski*, Chuck Freedman*, Cindy Berger*, Mark Carlie*, Debbie Chase*, Brian Edwards*, Angela Flotken*, J.J. Flotken*, , Katie Lerwick*, Steven Rosenblum*, Richard Ryffel*, Rebecca Thorn*, Colleen Watermon*, Cordell Whitlock*, Mike Zaccarello*, Helen Ziercher*
Bridget McAndrew-BOA

Absent: Wendi Alper-Pressman*, Barbara Brinkman*, Joe Downs*, Josh Ferguson*, Jill Fisher*, Judy Goodman*, Stephanie Gross*, Sarah Luem*, Sarah Melinger*, Jennifer Volk*, Cindy Wallach*, Cheryl Verde*, Joanne Boulton - BOA

Staff: Patty DeForrest – Director of Parks and Recreation
Alex Elmestad – CCF Administrator
Karen Busch – CCF Coordinator

Guests: Representatives from Rubin Brown

***Voting Member QUORUM MET (20 of 32 members)**

1. Call to Order

- **Welcome and Introductions:** Becky Patel called the meeting to order at 5:30pm. She thanked Husch Blackwell and Gary Feder for hosting the meeting. She welcomed the new board members and introduced them through a series of fun facts about themselves.
- **Approval of Minutes:** The minutes of October 30, 2019 were approved as submitted. Motion to approve by George Hettich, seconded by Steve Rosenblum.
- **President's Report:** Becky stated her enthusiasm for the projects for the new year. She reintroduced Alex Elmestad the CCF Administrator to the Board. She stated there is donor support for the Commons, the replacement facility for the existing Ice Rink. She encouraged the Board to attend All That Glitters 2020 next Friday, February 28th in order to meet and engage the people who have given to the organization this past year.
- **Scorecard:** Becky directed the members to review the current scorecard. There was a question on current number of Board members; it was confirmed there are 32.

2. Financial Report

- Cindy Rapponotti reviewed the Year-end financial report with the Board members. She noted the stock donation and the invested funds. She reviewed the restricted versus unrestricted funds in the financial statement. Majority of assets are designated for restricted projects.
- Rubin Brown auditors provided an overview of the foundation's audit for 2017 and 2018. They have issued a "clean opinion" of CCF's financial statements. There were no difficulties or disagreements completing the audit. Board member noted to the auditors the name change going forward. Rubin Brown stated there are new accounting standards, changing the way donations are called when restricted. They provided an overview with the "Management Letter." It was noted that all issues outlined by the auditors have been addressed. Change of name for CCF noted.

3. Strategic Planning Initiatives

- Becky Patel updated the Board on the status of the Strategic Plan developed last year. One goal has been completed with the hiring of a full-time CCF Administrator. Three other major goals/objectives remain as focus areas for this year. Marta and Becky will champion 2.0 goal – Increase Community Engagement and Sarah Melinger and J.J. Flotken will champion 4.0 – Create New Assets. Becky asked for a volunteer to champion 3.0 – Develop Opportunities to Collaborate. Debbie Chase indicated she would be interested in working on this.

4. Committee and Core Initiative Highlights

- **Philanthropy:** Becky Patel reported in the Chair's absence that there will be a mailer in early March. There is an expectation that Board members participate but that there is no minimum donation. All that Glitters 2020 is next Friday. The Philanthropy report outlines mailers and events in the coming year.
- **Major Gifts:** George Hettich indicated the next meeting is Tuesday, February 25th. There are subgroups devoted to each pillar currently within Major Gifts. The Art Group met regarding Gateway Art, Ward I. CCF History is working on historical markers. Steven is working with Susan Hanley regarding Hanley House. The Commons at Shaw Park and Maryland Park are current parks projects. There was a query for interest in the pocket park. CCF received a grant from the OPUS Foundation for Maryland Park. The sustainability group is looking into Solar Trees and e-cabs. Discussion ensued on the commitment of Centene for the Commons. Patty confirmed that the project will be, at a minimum, Silver LEED certified.
- **Community Building:** Marta Toczykowski stated CCF would like to improve and enhance social media and connect each posting with one of the four pillars. They will coordinate with the Philanthropy group on mailings and events. Cordell produced a short CCF video which will launch March 2nd. Another Facebook fundraiser for Maryland "pocket" park is in development.
- **Board Nominating and Development:** Chuck Freedman stated there were two successful new Board member orientation sessions in January held at Commerce Bank. All new Board members attended. He indicated increasing board diversity is a goal for 2020. There is an annual CCF calendar which will be distributed.
- **CCF History:** Katie Lerwick provided an update on History activities. They are working on a video featuring Elsey Hamilton, retired St. Louis County Historian, talking about Clayton neighborhoods. The video would be part of the exhibit at the Center and on the CCF website. Katie solicited the Board for their memories of their specific neighborhoods. Cindy Rapponotti stated that Washington University has many neighborhood documents which could be of use. There was a recommendation to look at the Sanborn Maps through St. Louis County. The History Committee is continuing to

work on the historic marker project and Alex is working them to design per current standards.

5. Board of Alderman Liaisons Report

- Bridget McAndrew referred the members to her report. The new city manager, David Gipson started on February 3rd. He worked for Wentzville prior to coming to the City of Clayton. Janet Watson did a great job filling in on an interim basis, but the Board is happy to have the permanent City Manager in place. . She reported that the police and fire departments have launched their own Social Media pages. As follow-up to the recommendations from 21st Century Policing Report, an analysis is being done on dispatching records which may result in recommendations on improved training and policies at the East Central Dispatch Center. The City has selected a firm for the Comprehensive Master Plan and is working on the contract with the selected firm. It is anticipated that work will begin on this in the spring.

6. Action Items

- No action items

7. New Business

- Becky Patel indicated there is movement to reactivate the Art Committee for public art projects. Stephanie Gross and Barbara Brinkman are leading this effort and will be bringing this to the Board for activation at the May meeting.
- Mark Carlie indicated that it was his understanding that all Board members should receive the CCF tax returns. Patty will follow-up with Rubin-Brown on this and clarify moving forward.
- Cordell Whitlock indicated engagement with social media is enhanced tremendously by videos. He challenged everyone to get on FB and Instagram and “like” and “share” anything posted by CCF.

8. Adjourn

- The meeting adjourned at 6:55 p.m. The next Board of Directors meeting will be May 20, 2020 at Husch Blackwell.

Minutes respectfully submitted by Karen Busch.