



CLAYTON COMMUNITY  
FOUNDATION

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**CCF Board of Directors Meeting**  
Minutes  
May 20, 2020

**Attendees:** Becky Patel\*, Cindy Rapponotti\*, Gary Feder\*, George Hettich\*, Marta Martin\*, Cindy Berger\*, Mark Carlie\*, Debbie Chase\*, Brian Edwards\*, Angela Flotken\*, J.J. Flotken\*, , Katie Lerwick\*, Richard Ryffel\*, Rebecca Thorn\*, Colleen Watermon\*, Cordell Whitlock\*, Mike Zaccarello\*, Helen Ziercher\*, Wendi Alper-Pressman\*, Josh Ferguson\*, Judy Goodman\*, Stephanie Gross\*, Sarah Melinger\*, Jennifer Volk\*, Cindy Wallach\*, Cheryl Verde\*, Joanne Boulton – BOA

**Absent:** Chuck Freedman\*, Barbara Brinkman\*, Joe Downs\*, Jill Fisher\*, Sarah Luem\*, Steven Rosenblum\*, Bridget McAndrew-BOA

**Staff:** Patty DeForrest – Director of Parks and Recreation  
Alex Elmestad – CCF Administrator

**\*Voting Member      QUORUM MET (26 of 32 members)**

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**1. Call to Order**

- **Welcome:** Becky Patel called the meeting to order at 5:34pm. Alex provided Zoom etiquette for the video call.
- **Approval of Minutes:** The minutes of February 19, 2020 were approved as submitted. Motion to approve by George Hettich, seconded by Mark Carlie.
- **Introductions:** Becky led icebreaker with three Zoom polling questions. Followed by icebreaker to introduce board members to each other and share past travel stories.
- **President's Report:**  
Becky thanked everyone for attendance and success at last CCF event, All that Glitters on February 28. Referred everyone to the CCF Adjustments in Response to Pandemic document. Highlighted the new opportunity for donors to rediscover their community, neighbors, and Clayton assets. Stated that many of the CCF events or sponsored events have either been cancelled or postponed, pending further guidance from the St. Louis County. Reported on scheduled meeting to review FY20 Budget to assess expense and revenue in response to recent pandemic related factors. Announced recent \$100,000 grant award from the William T. Kemper Foundation for The Commons in Shaw Park.
- **Scorecard:** Becky directed the members to review the current scorecard. Stated that the organization would probably not meet all of the projected goals, but highlighted a success that CCF was meeting its pace goal for new donors.

## **2. Financial Report**

- Cindy Rapponotti reviewed the first quarter financial report with the Board members. She reviewed the restricted versus unrestricted funds in the financial statement. Majority of assets are designated for restricted projects. She noted statement of cash flows as well as adopted FY20 Budget and the scheduled meeting to review FY20 Budget to assess revenue and expenses. In reviewing the budget, she noted the \$400,000 gift from Centene which was not a budgeted item. Referring to Project Update page, noted what was listed was total costs, not necessarily totals of what CCF budgeted or funded.

## **3. Strategic Planning Initiatives**

- Becky updated the Board on the status of the Strategic Plan. She directed members to the supporting objectives and highlighted priority for 2019-2020. One goal has been completed with the hiring of a full-time CCF Administrator. Stated that the City had contracted for comprehensive master planning, but that the process was on hold due to the current environment, but that CCF is ready to support the big ideas and be involved once it is able to proceed. She discussed that Brian Edwards would champion supporting objective 3.2 Build relationships with 12 organizations. Asked other members for their input and that the next step would be to develop an action plan which would outline definitions and meaning for developing various strategic relationships. She highlighted recent successes in major gifts due to groundwork laid over the past six months. Stated that in the short-term, no significant asks would occur.

## **4. Committee and Core Initiative Highlights**

- **Philanthropy:** Judy reported on the successful All that Glitters event in February, for which because of that event, donations have been received since. Philanthropy is working closely on the messaging, with guidance and resources from the The Rome Group and others that are assisting nonprofits at this time. Stated that the focus was thanking and stewardship, not asking. Judy was pleased to report that donations continue to be received in this unpredictable moment. A community-wide postcard mailer will be sent in June, highlighting assets and focused on CCF awareness and stewardship. Alex is making personal phone calls and related outreach to people, continuing to communicate with stakeholders, community members, and donors.
- **Major Gifts:** George Hettich reported that Major Gifts received a total of \$500,000 this year all from ongoing efforts and asks for select projects. He expressed satisfaction from achieving those goals, but that the committee is also considering timing for future asks this year given the unfolding circumstances. He stated that other committees are still meeting and that discussion is still in the works for a mural in the DeMun area as well as a piece of “gateway art” on Wydown Blvd. Also that the assessment of CCF artwork currently in storage would occur once facilities were back open. He deferred to Katie’s report on the Historical Markers. And reported the main projects for parks was The Commons at Shaw Park and Maryland Park. Max Breitmayer is the Chair for the Major Gifts Subcommittee focusing on fundraising efforts for Maryland Park. For sustainability, the E-Cabs project has been removed from current efforts, with revisiting another possible project in the near future.
- **Community Building:** Marta Martin reported that CCF is focusing its efforts on current assets and accomplishments, rather than the any cancellations and postponed events or projects. This includes efforts to promote Otocast, walking tour and rediscovery of our community. Barbara Brinkman will be providing art content for social media posts on Tuesdays, while Katie Lerwick will be providing history content on Thursdays. Marta also

highlighted the video series with Esley Hamilton focusing on Clayton neighborhoods, for which there is a video teaser posted on the CCF website. Planning for the events this summer are on hold. And launch date for the Maryland Park fundraiser is TBA, pending updates on construction timelines. Social media will promote the limited edition enamel pin to coincide with the mailed June postcard. Board members are encouraged to share social media posts and pages with networks. The next meeting is May 26 at 8:00am.

- **Board Nominating and Development:** In Chuck Freedman's absence, Becky Patel reported that it is time to start thinking about board member nominations for 2021. The number of spots to fill is not yet confirmed, but CCF always should be considering who should be serving. She reminded board members to make their annual donation. Stating that there is not a minimum gift, but it is important to demonstrate that every member give to the organization. Sarah reiterated that is important when applying for grants that CCF demonstrate 100% board giving to show commitment to the mission. Encouraged board members to make annual gift prior to June 30.
- **CCF History:** Katie Lerwick provided update on the video series, which is complimenting the *Clayton Neighborhoods* exhibition. Reported that they filmed the first segment with historian Esley Hamilton and plan to resume this Sunday. Assuming weather remains good, the video should be filmed and edited within planned timeframe. Awaiting to begin work on physical exhibition until the reopening of The Center of Clayton. Katie asked that board members share any memories or stories with CCF History of experiences in the many Clayton neighborhoods. This sort of storytelling would further contribute to the exhibition, but also social media promotion prior to opening. On historical markers, she stated that the program was informed by best practices shared by educators at the Missouri History Museum and that a placement map had been drawn. The antipacted first marker is oak Knoll Park, with a plan to present designs for approval to the Board of Alderman at a TBA future date.

## **5. Board of Alderman Liaisons Report**

- Joanne Boulton thanked Bridget for writing the report and provided updates on delays due to the pandemic. All capital projects are on hold, unless it had been bid out. The Board of Alderman (BOA) was in process of looking at current finances and making necessary budget revisions. She stated that the City had a healthy reserve. Judy thanked Joanne and the BOA for the detailed report, especially now when people are not seeing each other as much for updates.

## **6. Legal Report**

- Gary Feder reported on the charitable pledge agreement between the Centene Charitable Foundation, CCF, and the City of Clayton on lead gift. The first installment of the gift has already been made approximately six weeks ago. The Mayor already made the official announcement of Centene being the lead gift at the State of the City address in January. This gift also included the mention of naming rights: The Centene Commons at Shaw Park. Gary also provided updates regarding the project only being delayed, but still moving forward as outlined in the original agreement. The agreement was slightly modified to include provisions about if the larger project did not occur and what would happen to the pledged and received gift payments as a result. At the moment, Gary expressed that all parties are at 99% full agreement and that the legal document would be presented next Tuesday for BOA approval. Gary mentioned the desire to make an official public announcement at a later date as to really launch excitement of the lead gift and project, while also inspiring more donors to give since there is still more fundraising to be done.

7. **Action Items**

- No action items

8. **New Business**

- Becky referred everyone to the CCF Conflict of Interest and Documentation Policy. She stated that the organization requires every board member to sign a copy annually and send to Alex for records.
- Becky opened the floor to discussion. Judy thanked Becky and Alex for orchestrating the Zoom virtual Board of Directors of meeting.

8. **Adjourn**

- The meeting adjourned at 7:03 p.m. The next Board of Directors meeting will be August 19, 2020 via Zoom call.

Minutes submitted by Alex Elmestad.