

Meeting Date: Monday, November 21, 2011

Meeting Attendees:

MAGC Board – A Brady, D Doodha, L Langford, E Lewis, N Londeree, R MacNaughton, A Ross
Staff – C Kelley

Program Partner Representatives:

Garden Society of Marin – B Battersby

Marin Rose Society – D Chapman

Moya / Ross Historical Society – G Scales

Northgate Group / Laurel House – L McLean, B Minick

1) Call to Order and Approval of Minutes – D Doodha, President

- Meeting called to order at ~4:35 p.m.
- Clarification of two items from October 17, 2011 meeting minutes made by N Londeree
 - Item 2, MAGC Committee / Activity Reports, Finance Committee; an endowment of \$20,000 established in 2000 and 2001 is existing and not included in operational finances; current balance is ~\$22,000.
 - Item 5, Program Partner Reports, Laurel House – B Minick; “we did not meet on October 12 for a vote; that was a Board decision; it was an agreement on our decision.”

Actions:

- ✓ *Minutes of Board of Trustees Meeting October 17, 2011 approved as amended*

2) MAGC Committee / Activity Reports

- Finance Committee – R MacNaughton, Treasurer
 - Finances are very limited; a projected deficit of \$118K needs to be covered through fundraising.
 - Back-up option for a line of credit will be used only if absolutely necessary; draft business loan agreement in progress.
 - Upcoming review of Program Partner agreements – there is no time requirement (expiration date) in the current agreements; a review will be initiated in first quarter, 2012.
 - Property tax exclusion not a likely option as long as retail operations and for-profit event use remain at the Center.
 - In 2009, Program Partners were asked by MAGC to provide additional financial support; the majority did contribute additional monies to help with the then projected deficit of >\$100K.
 - Initial draft of 2012 budget has been prepared; input needed from Program Partners on their projected contributions (membership, usage / rental fees, and facility rentals) in order to complete budget.

Actions:

- ✓ *Projected 2012 contributions to MAGC (membership, usage / rental fees, facility rentals) to C Kelley – All Program Partner Presidents, by 12/15/11*
- Fundraising - C Kelley
 - MAGC Board has met (and may exceed) target contribution of \$10,000 with 100% participation from the Board.
 - Significant activities in progress including:
 - December 10, 2011 Holiday party
 - Hard-copy newsletter mailed to 4000+ addresses, first issue heavy on fundraising
 - Year-end appeal letter to 15,000 addresses in early December
 - Membership brochure to be mailed to 5000+ addresses in December
 - Fundraising dinner January 28, 2012
 - Individual donor meetings

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- Suggested that a small (~\$100K) capital campaign could be developed to address short-term facilities needs.
- Based on the favorable editorial in the Marin IJ on October 17, 2011 and the reference to potential support by the Buck Fund, follow up with the Marin Community Foundation will be done on a priority basis.
- MAGC would support an options for multi-year pledges, though donor specific.
- Working on naming opportunities for areas, specified plants, trees, etc.
- Fundraising Committee not yet in place; no funds raised to date due to the need to put essential operational elements in place (e.g., audited financials, revised bylaws, strategic plan).
- Board Development – E Lewis / C Kelley
 - Nominating Committee (E Lewis, Chair and MAGC Vice President, A Brady, MAGC Trustee, L Langford, MAGC Trustee, D Chapman, Marin Rose Society, Vic Revenko, RVP and Tom Gaffney, Moya / Ross Historical Society) met to develop the following slate of candidates:
 - Jessica Fairchild
 - Robyn Luhning
 - Alex Ross (re-election, 3 year term)
 - Brian Salmen
 - Gary Scales
 - Ballots will be mailed to all MAGC members with a requirement to return not later than 5 p.m. December 13, 2011; the Nominating Committee will meet to count the ballots and present findings at the December 19, 2011 Board meeting.
 - A Board Commitment Letter was distributed; all Board members should review and provide any additional wording changes to N Londeree; a revised document will be distributed to all current Trustees. These should be completed, signed and returned to MAGC by the next Board meeting.

Actions:

- ✓ ***Provide any suggested additions, changes to Board Commitment Letter to N Londeree – All Trustees by 11/28/11***
- ✓ ***Distribute revised Board Commitment Letter to all Trustees – N Londeree by 12/5/11***
- ✓ ***Complete and sign Board Commitment Letter, return to C Kelley – All Trustees by 12/19/11***

- Strategic Planning – C Kelley
 - Outcome of the November 13, 2011 Town-Hall meeting included in packet and will be posted on website; this information will be used, in conjunction with input received at subsequent meetings, in the master planning process.
 - A meeting between the Laurel House / Northgate Group Board and MAGC Board will take place prior to a focused Town-Hall meeting on Laurel House, targeted to occur before end of 2011.
 - Strategic objectives still need to be completed; draft objectives will be developed and distributed via email for comment.

3) Communication Plan – N Londeree

- In an effort to improve communications, both internally and externally, a preliminary communication proposal was provided and comments requested from Trustees, Program Partners and staff.

Actions:

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- ✓ *Provide any suggested additions, changes to communication plan to N Londeree – All Trustees, Program Partner Presidents, staff by 11/28/11*

4) Program Partner Reports

- Laurel House – B Minick
 - Clarification that Laurel House contributions to MAGC in 2011 are projected to be ~\$24,000; this includes rental fees and facility use fees.
- RVP – A Ross
 - ~\$50K repair item for electrical problems with lighting; fundraising to cover costs to begin within the month; also estimated another \$30 – 40K will be needed within the next 3 – 5 years for barn roof replacement.

5) Other Business – C Kelley

- Sir Francis Drake & Lagunitas Road Intersection upgrade project – final design available within the next few weeks.
- Zoning – initial request to Town of Ross to change language of zoning for MAGC (cultural) to consider adding conservation uses; MAGC will request a variance regarding fees to make change.
- Eva Holm, current Accounting Manager for MAGC and former Board Treasurer has resigned from her position to pursue other opportunities; a replacement has been identified and Eva will remain with MAGC to ensure a smooth transition. MAGC greatly appreciates the significant contributions Eva has made during her years with the Center.
- Anna Mayfair, Rental Manager, has successfully met / exceeded MAGC's target of short-term rental revenue for 2011 (\$275K); many thanks to Anna and the Rental team for their achievement.

Adjournment – 6:10 p.m.

Next Board of Trustee Meeting: December 19, 2011; 4:30-6:30 p.m.

Prepared by N Londeree, November 28, 2011

Actions:

- ✓ *Green font – action completed*
- ✓ *Blue font – action item open*