



**DRAFT**  
**Revenue Diversity & New Markets Committee Meeting**  
**Wednesday, January 29, 2025**  
**3:00 p.m.**

**MINUTES**

**MEMBERS PRESENT:** John Gill, Sharon Arroyo, Mark Brewer, Tanisha Gary and Snak Nakagawa

**MEMBERS ABSENT:** Joe Battista, Wendy Ford, Tanisha Gary and Michelle Sperzel

**STAFF PRESENT:** Leo Alvarez, Marcela DeFaria, Tadar Muhammad, Nilda Blanco, Vince Bruno, and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	<b>Welcome</b> Mr. Gill, Committee Chair, called the meeting to order at 3:04 p.m.	
2	<b>Roll Call / Establishment of Quorum</b> Ms. Kasal reported a quorum present.	
3	<b>Public Comment</b> None offered.	
4	<b>Action Item</b> <u>Approval of Minutes</u> <ul style="list-style-type: none"> <li>• Reviewed draft minutes from 10/1/24 Revenue Diversity and New Markets Committee Meeting (attachment).</li> </ul>	<b>A motion was made by Mr. Brewer to approve the minutes from the 10/1/24 meeting. Mr. Nakagawa seconded; motion passed unanimously.</b>
5	<b>Information / Discussion / Action Items</b> <u>FY 2024-2025 Mid-Year Results</u> <ul style="list-style-type: none"> <li>• Reviewed mid-year activities and results by funding source for FY 2024-2025, 7/1/24 thru 12/31/24 (attachment). Currently at 84% (\$5M) of annual \$6M goal. Committee input:               <ol style="list-style-type: none"> <li>1) Be sure to clarify so Board understands that annual contribution goal is by CSCF PY vs. calendar year.</li> </ol> </li> </ul> <u>Overview of Development Plan</u> <ul style="list-style-type: none"> <li>• Reviewed CSCF’s development plan to strategically diversify revenue and ensure long-term financial stability (attachment), to include following highlights:               <ul style="list-style-type: none"> <li>– Revenue diversification in three buckets:                   <ol style="list-style-type: none"> <li>1) Public Funding: CSCF is doing well with compliance and usually on top of list to receive additional funds.</li> <li>2) Private Funding: over time, as CSCF gets more efficient at “C-Planning,” attainment of funds will accelerate. CSCF’s positive track</li> </ol> </li> </ul> </li> </ul>	

	<p>record with its successful programs and great impact within the community will be a testament and incentive for more private funders to invest.</p> <p>3) Revenue-generating: with the new government rule requiring contact with TTW customers must be maintained after 90 days, CSCF is being proactive by attaining contact list from Social Security Administration for outreach. Hiring a temp might be an option with outreach.</p> <ul style="list-style-type: none"> <li>- Upcoming Enhancements: <ul style="list-style-type: none"> <li>o Launch of Donations page on CSCF website.</li> <li>o Utilization of CRM to track and better manage donations.</li> </ul> </li> </ul> <p><u>Strategic Investment Policy Update</u></p> <p>Mr. Alvarez, CFO, relayed that Finance Committee concurred to amend its charter to include oversight of reserve “investment” account as part of their responsibility. Finance Committee also directed staff to:</p> <ul style="list-style-type: none"> <li>• Draft policy on CSCF’s portfolio investment account for Finance Committee review.</li> <li>• Proceed with an RFP (Request For Proposals) for Brokers that manage the investment accounts. After evaluating proposals received, staff to provide Finance Committee with recommendations.</li> </ul> <p>Committee feedback:</p> <ul style="list-style-type: none"> <li>- Keep reserve account as liquid as can be.</li> <li>- Investment policy – keep simple.</li> <li>- Primary focus is to grow account, but can be available to: bridge gaps in funds, as operations reserve for x number of months, or for programs with Board approval</li> </ul>	
7	<p><b>Other Business</b> None offered.</p>	
8	<p><b>Adjournment</b> There being no other business, the meeting was adjourned at 4:28 p.m.</p>	

Respectfully submitted,

Kaz Kasal  
Executive Board Coordinator