



**DRAFT**  
**Revenue Diversity & New Markets Committee Meeting**

**Thursday, October 1, 2024**  
**1:30 p.m.**

**MINUTES**

**MEMBERS PRESENT:** John Gill, Joe Battista, Mark Brewer, Tanisha Gary and Nakagawa

**MEMBERS ABSENT:** Sharon Arroyo and Wendy Ford

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

Agenda Item	Topic	Action Item / Follow Up Item
1	<p><b>Welcome</b>            Mr. Gill, Committee Chair, called meeting to order at 1:32 p.m.</p>	
2	<p><b>Roll Call / Establishment of Quorum</b>            Ms. Kasal reported a quorum present.</p>	
3	<p><b>Public Comment</b>            None offered.</p>	
4	<p><b>Action Item</b>  <u>Approval of Minutes</u></p> <ul style="list-style-type: none"> <li>• Reviewed draft minutes from 3/28/24 Revenue Diversity and New Markets Committee Meeting (attachment).</li> </ul>	<p><b>A motion was made by Mr. Brewer to approve the minutes from the 3/28/24 meeting. Mr. Nakagawa seconded; motion passed unanimously.</b></p>
5	<p><b>Information / Discussion / Action Items</b></p> <p><u>Revenue Diversity &amp; New Markets Committee Charter – Annual Review</u></p> <ul style="list-style-type: none"> <li>• Reviewed Charter (attachment) and concurred no changes needed at this time.</li> </ul> <p><u>FY 2024-2025 Year-End Results</u></p> <ul style="list-style-type: none"> <li>• Reviewed FY 2024-2025 year-end results by fund-raising sources: public, private, referral programs and general donations. Exceeded annual \$3M Target at \$5.9M (attachment).</li> </ul> <p><u>Develop Investment Strategy for Reserve Account</u></p> <ul style="list-style-type: none"> <li>• Discussed and concurred for staff to create an investment strategy policy for Committee’s review at next meeting. This would then be forwarded to Finance Committee for approval, and then to Board for approval.               <ul style="list-style-type: none"> <li>– Concurred placing reserve funds (unrestricted) with a reputable entity would be better for investment growth vs. leaving in a savings account.</li> </ul> </li> </ul>	<p><i>Staff to develop an investment strategy policy for Reserve Account for Committee’s review next meeting.</i></p>

	<ul style="list-style-type: none"> <li>- Discussed Finance Committee most likely amending its charter to include oversight of reserve account as part of their responsibility.</li> <li>- Committee offered their support in development of the investment policy.</li> <li>• Reviewed timeline of proposed actions on reserve account (attachment).</li> </ul> <p><u>1<sup>st</sup> Quarter Results</u></p> <ul style="list-style-type: none"> <li>• Reviewed 7/1/24 thru 9/30/24 results by fund-raising sources: public, private, referral programs and general donations. Currently at 70% of overall \$6M annual target (attachment).</li> </ul> <p><u>2023-2025 Development Goals &amp; Strategies</u></p> <ul style="list-style-type: none"> <li>• Reviewed PY 2023-2024 goals and strategies achieved (attachment).</li> <li>• Reviewed PY 2024-2025 goals and strategies (attachment) <ul style="list-style-type: none"> <li>- Committee Input: <ul style="list-style-type: none"> <li>○ Build baseline to include mid-level givers; they are known to invest in the community and continue giving for impactful causes.</li> </ul> </li> </ul> </li> </ul>	<p><i>Staff to bold highlight any new relationships on report.</i></p>
7	<p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>• Received updates on Career Solutions, CSCF’s sister organization: <ul style="list-style-type: none"> <li>- Key goal to expand career exploration opportunities, via unrestricted funds, to early-to-mid level high schoolers, who would not otherwise be qualified.</li> <li>- Initiated High School Career Express pilot program.</li> <li>- Meeting next week on market plan for pilot program.</li> </ul> </li> </ul>	
8	<p><b>Adjournment</b>  There being no other business, the meeting was adjourned at 2:40 p.m.</p>	

Respectfully submitted,

Kaz Kasal  
Executive Board Coordinator