

Larry Himmel Neighborhood Foundation

Board of Directors Meeting

December 6, 2016 6:05-7:35pm

Meeting location: KFMB Stations, 7677 Engineer Rd., San Diego, CA 92111

Board members attending:

Miles Himmel (Treasurer/ chaired meeting)

Roy Robertson (Secretary)

Bruce Patch

Tom Zizzi

Courtney Cocoris

Tracy Weaver

Board members not in attendance:

Pat Elwood

Dave Sniff (Chairman)

Meeting minutes recorded by Roy Robertson

Summary of board meeting:

1. Call to order/ roll call
2. Review and acceptance of the minutes from the board meeting on 10/11/16
3. Introduction of Sarai de Jesus
4. Update on outreach to Dan Shea and discussion of fundraising event hosted by Donovan’s
5. Review of completed outreach letter and discussion of formatting
6. Recap of Pancreatic Cancer Action Network Walk/ coverage/ video
7. Discussion of setting specific goals in 2017 in order to be more precise in solicitation of sponsorship
8. Discussion of media support and challenges at KFMB/ other media outlets
9. Discussion of database marketing/ accessing KFMB database to send sponsorship outreach letter
10. Discussion of individual charitable gifting prior to 12/31/16
11. Planning upcoming Highland Ranch Elementary promotion and logistics
12. Planning and discussion on Interfaith Community Services promotion/ execution
13. Discussion of upcoming Escondido Sunday school/ Sea World promotion & logistics
14. Vote to accept Sarai de Jesus onto Foundation board (unanimously approved)

Action steps requested of board members prior to next meeting:

1. Need to be develop specific 2017 objectives and events into 4th quarter
2. Board support for upcoming promotions: Highland Ranch Elementary, Interfaith Community Services, Escondido Sunday School
3. Need to discuss possibility of accessing KFMB database with Mitch Gruber
4. Need to schedule follow up with Dan Shea regarding hosting at alternate locations
5. Need top calendar next Foundation meeting

The meeting was adjourned by the Treasurer at 7:22pm

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