

RIO LINDA ELVERTA FOUNDATION FOR THE FUTURE
810 Oak Lane, Rio Linda, California 95673

MEETING MINUTES
Monday, March 15, 2021

Call to Order

President Stacey Bastian called the meeting to order at 6:32pm. Vice President Becky McDaniel, and Officer's Jerry Huffhines and Lisa Morris were in attendance. Staff members present included Executive Director Mike Heller. Secretary Charlea Moore joined the meeting at 6:37pm.

Public Comment

There were no Public Comments for this meeting.

General Business

1. Approve Minutes from December 14th regular meeting.

- There were no comments regarding the December 14th Minutes.

Motion by Vice President McDaniel and Director Morris seconded the motion to approve the Minutes from September 14th. Motion passed 4-0 with one absence (Moore).

2. Review Financials of 2020 Final and 2021 Year to Date

- The item was introduced by Executive Director Heller who explained that there were 16 pages. An overview page for 2020 year to date as well as seven pages with each line item broken down (in larger print) for 2020 and the same for 2021. Currently, the Foundation balance is \$32,801.07.
- Vice President McDaniel mentioned that the financials looked great and thanked Staff for keeping them up to date.

Motion by Vice President McDaniel and Director Morris seconded the motion to approve the Financials. Motion passed 4-0 with one absence (Moore).

3. Discussion – Fire Truck/Firehouse Progress

- The item was introduced by Executive Director Mike Heller regarding the fire truck and firehouse project. There is not much of an update from the December progress. The Firehouse Committee did meet in early February. The exterior of the truck is almost complete. Work is still being done on the cowl and front fenders. As well, Wayne Del Nero has provided finished wood for the hose bed. Once the exterior is completed, work will proceed on the engine and mechanical components. There is currently \$8216.00 in the Foundation account.
- The firehouse has not been a priority as the truck is more important. Once the truck is completed work will begin on the firehouse. Staff will communicate with both Roebbelen Construction and Chief Harms from Sac Metro Fire to finalize this project and provide a timeline.
- There were no additional questions or discussion from the Board for project.

4. Discussion – Fundraising for the Foundation Programming – Big Day of Giving

- Executive Director Heller introduced this item and provided an update on the Sacramento Big Day of Giving (BDOG). This was an idea that was first introduced by Sacramento County Supervisor Sue Frost regarding the fundraising for the fire truck/firehouse project. The BDOG will take place on May 6th, 2021 and today is the 8 week mark for marketing the promoting the program. Both a logo and a marketing plan template is attached to the agenda package. The project is being referred to as the RLE Fire Truck Restoration and Fire Museum Project as was approved by the Board in December 2020. A website has been set up as a link from the BDOG site and will go live in April for early giving. Suggested donor amounts are on the site with a Brick being added for gifts greater than \$500.00.
- The marketing plan included suggests that social media pages be created (Facebook, Instagram, Twitter, etc.) as well as the creation of a timeline to develop a donor list. We will rely heavily on Chief Harms and Supervisor Frost for that. However, the Board can also be very helpful by doing things such as changing the signature lines in their emails to promote BDOG with a link to our specific page on the website. As well as outreach to our mailing lists to promote the project.
- Director Moore asked if the picture of the truck in the logo was Truck #2 as it looked more like #7. She has jpegs of Truck #2 and will forward them. She is also very impressed with the marketing template and if we are able to accomplish even a portion of this, we will be very successful.
 - i. Executive Director Heller responded that the truck in the current logo was not one of ours, it is a stock photo and that putting a picture of #2 in there is a great idea.
- Executive Director Heller stressed that this will be a group effort and will provide reminders to the Board for timelines and important dates for encouraging donors.
- Director Morris asked if we should also include a picture of ‘Old Betsy’ with the social media. It is felt that #2 is the main focus and would be preferred.

Future Agenda Items

- Continue to provide updates on the Fire Truck and Firehouse progress.
- Fundraising Update
- Staff has filed the 2020 taxes with the FTB and IRS.
- The June Meeting is also our annual meeting – Board Elections will be scheduled for that evening.

Adjournment

President Bastian adjourned the meeting at 6:53pm. The next meeting of the RLE Foundation for the Future Board will take place on Monday, June 21st, 2021 at 6:30pm.