

Hillsdale Community Foundation Regular Board Meeting

March 27, 2023

Video conference call

Directors Present: Dick Hausken (treasurer), Jessica Kaplan, Jennifer Bonas

Directors Absent: Amy Houchen (excused), Leila Ortega (excused)

Director Emeritus Present: Michael Reunert & Rick Seifert

Meeting Minutes

Board members to review outside this meeting.

Treasurer's Report

Dick: No activity in the HCF account; current balance \$15,449. HAT account balance is \$1,685; they received \$1,500 in donations. Someone asked about typical HCF annual expenses: insurance runs \$1,000, registration with the state is \$300, adding in mailbox and web page probably brings it to \$1,500 max. Per our Annual Report last year, we spent just under \$4,000 on expenses and projects.

Book Sale

Dick & Jessica: Just found out that the city grant came through for the HBPA so the annual pancake breakfast is a go. Event will be held July 23rd. Will get moving on planning the Book Sale and discuss the timeline at next meeting. Rick brought up the idea of asking to use the Key Bank space to store/organize books, if it is not rented by then.

Holiday Market

Jessica: Nothing new; will discuss next month.

Board Recruitment

Jenn: A few people seemed interested at the Farmer's Market and took contact information but no one has followed up. Wondered about offering a yearly rotating slot to a Wells high school student in order to engage younger community members, have a liaison to high school volunteers, and offer community service hours (similar to the PPS School Board Student Rep). Will reach out to contact at Wells to see if it's something they would be interested in promoting. Can discuss and vote at next month's meeting.

PRESENTATION: Ted Coonfield

Ted joined the meeting to present re: fundraising for Hillsdale Farmer's Market (HFM), which has struggled to make ends meet due to COVID effects (cancelled markets, lost revenue from vendors, etc.). After initial fundraising ~20 years ago, HFM has been self-sustaining. The "Summer" market traditionally generates a profit, while the "Winter" market typically operates

at a loss. They had cash reserves that were spent down and will be hard-pressed to run a winter market next year. HFM is trying to raise a total of \$35K. The ask today is for \$10,000 to help ensure that the market has a future. Ted didn't have details on what HFM would do with the money, but it appeared the goal was to replenish their reserves and pay off a loan. They have also approached Congresswoman Bonamici requesting some Federal/State Covid funds. Apparently she was receptive to the idea, and they are waiting to hear back.

Ted clarified that any financial support HFM receives would go through the Oregon Farmer's Market Association (OFMA), a membership-based statewide non-profit, who would act as a fiscal agent. If HCF were to give funds to OFMA, that organization would take a 5-7% fee before passing them on to HFM. He explained that besides selling veggies, HFM offers a free space to community organizations, presents educational programs (Power of Produce), supports low-income shoppers (SNAP/double up food bucks), and donates produce to Neighborhood House.

Dick brought up the issue of IRS constraints: HCF is a 501(c)3 organization and can only use funds for charitable purposes (that serve the public). HFM is a 501(c)6, a "business league" or member-based non-profit. The afore-mentioned HFM programs (see paragraph above) are charitable. *Note that before HAT was formed, HCF acted as a fiscal sponsor for HFM by taking in donations earmarked for HFM, then donating them back to HFM, specifically for these charitable programs.* Michael added that we would need documentation that any future funding provided to HFM met this criteria. He also asked for more details re: HFM's current financial situation.

Post Presentation Discussion

Members discussed the following ideas & questions:

- Could we loan money to the HFM until Covid relief came through?
- Could we help organize a community fundraiser?
- What does HFM intend to do with the money, specifically?
- Is there a chance that Winter Market would be cancelled if HFM doesn't get funding?
- Can we get a list of annual operating costs with a breakdown for educational and charitable costs?

Fall Art Walk

Jessica now has WIX webmaster access. Valeurie Friedman requested a separate page on our website dedicated to the Art Walk and offered to design it herself. Jennifer offered to market the event on our social media pages. Jessica can request content from Valerie and create a web page for the event (with WIX access restricted to Jessica). Motion for this plan was made by Jessica; Dick seconded the motion; motion passed unanimously.

Summer Free for All

Jessica informed the group about this program through Portland Parks & Rec, that helps bring movies to local parks. Jennifer checked the website; applications for Summer 2023 are now closed. She signed up to receive future emails about the program, as a representative of HCF. Also sent an email to Coordinator to find out more details. Will schedule a Feb 2024 calendar reminder to discuss this.

The meeting was adjourned at 8:18pm.

Next Meeting—Apr 24 at 7 pm