

COLLEGE OF THE DESERT ALUMNI ASSOCIATION  
Regular Meeting of the Board of Directors  
Minutes for Thursday February 24, 2022

Zoom Video: <https://us06web.zoom.us/j/82538134115?pwd=NDI3RnNSWEx1WWIzNHI3WXBqY3E0QT09>

Meeting ID: 825 3813 4115

Passcode: 681148

Find your local number: <https://us06web.zoom.us/u/keLCnunfC>

Persons with disabilities may make a written request for a disability-related modification or accommodation, including for auxiliary aids or services, in order to participate in the Board meeting. Requests should be directed to the Office of the College of the Desert Alumni Association ("Alumni Association") as soon in advance of the Board meeting as possible. The Alumni Association minutes of the meeting are the official record of the actions of the Board. The Alumni Association meetings are governed by the Ralph M. Brown Act (California Code 54950 through 54962). The Alumni Association operates in accordance with the Non-Profit Benefit Corporations Law.

**Board Members (7)**

Sara Butler, Katie Chartier, Diana Galindo, Bea Gonzalez, Ricardo Loretta, Carlos A. Maldonado, John Ramont

**Non-Voting Board Members (1)**

Betsy Young

**Quorum: Majority of sitting members.**

**Subject to Brown Act: Yes**

**1. Call to Order/Roll Call**

**1.1 Call to Order**

**The meeting was called to order at 11:03 AM. Sara Butler, Katie Chartier, Diana Galindo, Bea Gonzales, Carlos A. Maldonado, and John Ramont present. Ricardo Loretta absent.**

**2. Agenda**

**2.1 Regular Alumni Association Board of Directors Meeting of February 24, 2022 Agenda:**

Pursuant to Government Code Section 54954.2(b)(2), the Board may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

**2.2 Confirmation of Agenda:** Approval of agenda of the Regular Alumni Association Board of Directors Meeting of February 24, 2022, with any additions, corrections or deletions

**The agenda was approved as presented.**

### **3. Minutes**

3.1 Approval of December 2, 2021, Alumni Association Board of Directors Minutes Motion made by John Ramont and seconded by Katie Chartier to approve the minutes. Both Bea Gonzalez and Diana Galindo abstained.

**The minutes of December 2, 2021, were approved as presented.**

### **4. Comments from the Public**

**4.1 Comments from the Public:** Comments from The Public: Persons who wish to speak to the Board should complete the "request to address the Board" form and present it to the secretary. Persons who wish to speak to the Board on any item not already on the agenda may do so at this time. There is a time limit of three (3) minutes per person and fifteen (15) minutes per topic, unless further time is granted by the Board. This time limit will be doubled for members of the public utilizing a translator to ensure the non-English speaker receives the same opportunity to directly address the Board, unless simultaneous translation equipment is used. Persons with disabilities may make a written request for a disability-related modification or accommodation, including for auxiliary aids or services, in order to participate in the Board meeting. Requests should be directed to the Alumni Association as soon in advance of the Board meeting as possible.

**No public comments**

### **6. Consent Agenda**

#### **Consent Agenda:**

Blanket Motion: All Consent items will be voted on in one motion. Any Board Member may request that any item(s) be moved to the Action Agenda.

6.1 Approve the Financial Statements for periods ended July, August, September, October, November, and December 2021

**A motion was made by John Ramont and seconded by Sara Butler to approve the consent agenda. The consent agenda was approved.**

### **7. Action Agenda (Items pulled from the Consent Agenda for Separate discussion and Consideration)**

**No items**

### **8. Reports**

8.1 Board Members – Carlos A. Maldonado thanked the outgoing chair Pam Hunter who has resigned and will be missed. Carlos expressed that we acknowledge her contribution to the Alumni Association and the college. He welcomed Bea Gonzales and Diana Galindo to the Board.

8.2 Executive Director – Betsy Young presented her report

## **9. Discussion & Action Items**

9.1 Approve the appointments of Trustee Bea Gonzalez and V.P. Diana Galindo to the Alumni Association Board of Directors.

A motion to approve the appointment of Bea Gonzales to the Alumni Association Board of Directors was made by John Ramont and seconded by Katie Chartier. Motion approved unanimously.

A motion to approve the appointment of Diana Galindo to the Alumni Association Board of Directors was made by Sara Butler and seconded by John Ramont. Motion approved unanimously.

## **10. Other Discussions & Future Agenda Items**

- 1. History of the Alumni Association**
- 2. Action item to confirm Diana Galindo to the Executive Committee and elect Board Officers**
- 3. Report on the La Quinta Arts Foundation**
- 4. Report on the CV Strategies contract and deliverables.**

## **11. Adjournment**

The meeting was adjourned at 11:22 AM

**Next meeting:** Thursday, March 24, 2022 – 11AM Zoom Video Conference

## Executive Director Report

College of the Desert Alumni Association

### Alumni Association Board of Directors March 24, 2022

#### The Street Fair

The Street Fair continues to thrive, and planning is underway for our next summer and fall seasons. A survey was recently sent to our current merchants to gauge interest in a summer season and our application packets are being updated for our fall season which runs from October 2022 through May 2023 applications will be sent out in April. The following is a chart showing participants for the month of February.

February 2022 Stats						
	Total Signed Up	Signed Up New	Signed Up Returner	Absences	Standby	Total Participants
2/5/2022	135	22	113	7	9	138
2/6/2022	135	22	113	16	9	128
2/12/2022	136	23	113	14	12	135
2/13/2022	136	23	113	30	8	115
2/19/2022	138	25	113	11	12	139
2/20/2022	138	25	113	14	14	138
2/26/2022	142	27	115	10	17	149
2/27/2022	143	27	116	17	10	136

#### Recruitment

I visited an outdoor market held at the Palm Desert Mall in February and spoke to several prospective merchants interested in participating at The Street Fair. We have several new merchants now participating and many prospective merchants interested in signing up for our next season.

Warm regards,

**Betsy Young**  
**Executive Director**

College of the Desert Alumni Association  
Balance Sheet  
As of 1/31/2022

(In Whole Numbers)

	UNRESTRICTED	RESTRICTED	TEMPORARY RESTRICTED	PERMANENT RESTRICTED	TOTAL CURRENT YEAR-TO-DATE
<b>Assets</b>					
<b>Current Assets</b>					
PACIFIC WESTERN BANK OPERATING	1000		33,526		33,526
SF Petty Cash	1003	300			300
PETTY CASH	1004	500			500
PP New Operating	1006	35,454			35,454
PF - PAYROLL	1011	21,293			21,293
FF - STREET FAIR	1031	69,094			69,094
FF - CREDIT CARD	1034	42,438			42,438
FF MEMBERSHIP ACCOUNT	1041	2,600			2,600
SMITH BARNEY SCHOLARSHIP	1106	440,733			440,733
M. LYNCH - EMERGENCY CASH	1125	6,160			6,160
NORLAND SCHOLARSHIP	1130		34,014	20,000	54,014
PAC WESTERN C.D. J. TANTORNO	1146		15,566	200,000	215,566
M. LYNCH ALDANI INVESTMENT	1150	60,426			60,426
Total Current Assets	205,205	507,319	49,580	220,000	982,104
<b>Noncurrent Assets</b>					
COMPUTER EQUIPMENT	1500	36,157			36,157
FURNITURE & FIXTURES	1510	64,507			64,507
OFFICE EQUIPMENT	1520	7,208			7,208
VEHICLES	1540	133,936			133,936
ACCUMULATED DEPRECIATION	1600	(228,060)			(228,060)
PREPAID EXPENSES	1800	(1,203)			(1,203)
Total Noncurrent Assets	12,545	0	0	0	12,545
Total Assets	217,750	507,319	49,580	220,000	994,649
<b>Liabilities</b>					
<b>Liabilities</b>					
ACCOUNTS PAYABLE - VENDORS	2001	36,055			36,055
PLEDGE Reserve	2205	0			0
Total Liabilities	36,055	0	0	0	36,055
Total Liabilities	36,055	0	0	0	36,055
<b>Fund balance</b>					
Fund balance	319,739	507,319	49,580	220,000	1,096,638
Current Revenue in Excess (Deficit) of Expenses	(138,044)				(138,044)
Total Fund balance	181,695	507,319	49,580	220,000	958,594
Total Liabilities and Fund balance	217,750	507,319	49,580	220,000	994,649

College of the Desert Alumni Association  
 Statement of Revenues and Expenditures Combined SF GA - Combined P L - Single Width  
 From 1/1/2022 Through 1/31/2022

(In Whole Numbers)

		Current Period Budget - Original	Current Period Actual	YTD Budget - Original	Current Year Actual	YTD Budget - Original	Variance - Original	Total Budget - Original
<b>INCOME</b>								
DIVIDENDS	4020	1,833	478	12,833	9,485	(3,348)	22,000	
INTEREST INCOME	4040	542	640	3,792	7,977	4,186	6,500	
STREET FAIR INCOME	4100	115,991	98,481	458,423	179,675	(278,748)	761,011	
<b>Total INCOME</b>		<u>118,366</u>	<u>99,599</u>	<u>475,048</u>	<u>197,138</u>	<u>(277,910)</u>	<u>789,511</u>	
<b>EXPENSE</b>								
ACCOUNTING	5000	0	0	21,000	0	21,000	21,000	
ADVERTISING	5010	10,000	10,637	41,000	13,516	27,484	85,000	
BANK CHARGES	5030	83	25	583	45	539	1,000	
CREDIT CARD PROCESSING FEES	5031	1,000	703	5,200	1,651	3,509	8,600	
BROKERAGE FEES	5035	1,500	711	10,500	6,095	4,405	18,000	
BOARD MEETING EXPENSE	5040	100	0	500	0	500	800	
BUSINESS EXPENSE	5060	0	0	2,000	172	1,828	2,000	
CONSULTING	5090	5,000	16,138	36,000	30,839	5,161	61,000	
DEPRECIATION	5110	1,000	1,050	7,000	8,556	(1,556)	12,000	
DUES & SUBSCRIPTIONS	5120	1,000	765	2,800	2,824	(24)	3,000	
EMPLOYEE BENEFITS	5130	6,500	6,607	45,500	45,237	263	78,000	
ASCAF	5155	0	0	3,600	3,866	(266)	3,600	
EQUIPMENT RENTAL	5160	0	4,452	5,400	4,452	948	10,800	
S.F. EQUIPMENT/GROUNDS	5164	750	0	3,750	547	3,203	6,000	
EQUIPMENT REPAIRS	5170	0	0	4,000	0	4,000	4,000	
EVENT OTHER	5190	0	0	1,000	0	1,000	1,000	
EVENTS EXPENSES- GRADUATION	5200	0	0	0	0	0	6,000	
COD EVENTS	5236	1,000	0	2,000	0	2,000	2,000	
ABE/GED Graduation	5260	0	0	0	0	0	2,000	
Nursing Graduation	5261	0	0	5,600	3,996	1,704	8,400	
PSA Graduation	5263	0	0	2,200	1,040	1,160	4,400	
GIFTS - EMPLOYEE RECOGNITION	5290	0	0	100	0	100	100	
GRANTS	5300	0	0	2,000	0	2,000	2,000	
GIFTS- UNSPECIFIED	5380	0	0	1,000	0	1,000	1,000	
INSURANCE- GENERAL	5400	0	0	0	565	(566)	4,100	
INSURANCE- LIABILITY	5410	0	1,096	7,000	2,127	4,873	20,500	
SF STAND-BY INSURANCE	5415	900	720	2,450	720	1,730	5,150	
LEGAL	5420	1,000	1,005	7,000	5,872	1,128	12,000	
P. D. LICENSE FEES	5430	2,500	2,424	8,500	4,217	4,283	14,900	
MERCHANDISE COSTS	5450	334	0	1,336	0	1,336	2,000	
MISCELLANEOUS	5460	0	0	1,000	0	1,000	1,000	
ALUMNI OFFICE EQUIP/XEROX/COMP	5470	0	570	4,000	3,966	34	4,000	
STREET FAIR OFFICE SUPPLIES	5480	100	127	1,300	675	625	1,800	
OUTSIDE SER. GOLF CARTS/TRUCK	5482	500	0	5,500	0	5,500	6,000	
SANITATION SUPPLIES	5484	1,200	222	3,800	1,533	2,267	6,200	
OUTSIDE SERVICES - SWEEPING	5485	500	0	2,500	0	2,500	4,500	
PAYOUT TAXES FEDERAL	5490	4,200	1,226	19,600	9,702	9,898	36,000	
STATE PAYROLL TAXES	5491	1,000	1,567	5,600	1,681	3,919	10,000	
PAYOUT PROCESSING	5492	300	160	2,000	1,212	788	3,500	

College of the Desert Alumni Association  
 Statement of Revenues and Expenditures Combined SF GA - Combined P L - Single Width  
 From 1/1/2022 Through 1/31/2022

(In Whole Numbers)

	Current Period Budget - Original	Current Period Actual	YTD Budget - Original	Current Year Actual	YTD Budget - Original	Variance - Original	Total Budget - Original
POSTAGE & MAILING	200	9	1,100	29	1,071	2,100	1,200
PRINTING & LAYOUT	5510	100	700	0	700	700	500
PUBLIC RELATIONS	5550	0	500	0	(31,626)	0	500
REFUNDS	5560	0	2,094	0	31,626	(31,626)	0
SALARIES - ADMINISTRATION	5580	8,498	8,935	62,126	55,926	6,200	108,865
SALARIES - STREET FAIR	5590	23,346	16,748	128,305	69,769	58,516	242,955
PART TIME ASSISTANCE	5596	0	0	0	5,363	(5,363)	0
STAFF DEVELOPMENT	5610	0	0	1,000	0	1,000	1,000
STREET FAIR SUPPLIES-GROUNDS	5620	0	159	5,000	4,526	474	5,000
HEALTH DEPT	5621	0	0	3,800	0	3,800	6,600
OUTSIDE SERVICE - TENT SET UP	5626	1,300	0	5,200	0	5,200	11,100
OUTSIDE SERVICE - TRASH	5650	165	176	660	270	390	1,485
USE OF FACILITY	5670	0	0	0	1,000	(1,000)	1,000
WORKERS COMPENSATION INSURANCE	5680	1,200	261	3,750	2,094	1,656	7,350
ALUMNI GRANTS	5620	0	0	1,000	0	1,000	1,000
STREET FAIR BOOTH TRACKER	5825	270	1,750	1,890	3,370	(1,480)	3,240
<b>Total EXPENSE</b>	<b>75,546</b>	<b>80,335</b>	<b>489,349</b>	<b>329,019</b>	<b>160,331</b>	<b>866,745</b>	
<b>NET INCREASE (DECREASE) BEFORE OTHER INCOME / (EXPENSE)</b>	<b>42,820</b>	<b>19,264</b>	<b>(14,301)</b>	<b>(117,580)</b>	<b>(77,234)</b>		
OTHER INCOME / (EXPENSE)							
REALIZED GAIN / (LOSS)	4050	0	12,762	0	61,903	61,903	0
UNREALIZED GAIN / (LOSS)	4055	0	(32,909)	0	(68,065)	(68,065)	0
<b>Total OTHER INCOME / (EXPENSE)</b>	<b>-</b>	<b>-</b>	<b>(20,148)</b>	<b>-</b>	<b>(6,163)</b>	<b>(6,163)</b>	<b>-</b>
<b>NET INCREASE (DECREASE)</b>	<b>42,820</b>	<b>(883)</b>	<b>(14,301)</b>	<b>(138,044)</b>	<b>(123,743)</b>	<b>(77,234)</b>	

College of the Desert Alumni Association  
 Statement of Revenues and Expenditures Combined SF GA  
 Fiscal Year Through 1/31/2022

		Current Year Actual	Prior Year Actual	Variance
<b>INCOME</b>				
DIVIDENDS	4020	9,485.02	12,096.07	(2,611.05)
INTEREST INCOME	4040	7,977.21	13,980.78	(6,003.57)
MISC INCOME	4085	0.00	370.82	(370.82)
STREET FAIR INCOME	4100	<u>179,675.30</u>	<u>2264.93</u>	<u>172,410.37</u>
Total INCOME		<u>197,137.53</u>	<u>33,712.60</u>	<u>163,424.93</u>
<b>EXPENSE</b>				
ACCOUNTING	5000	0.00	11,000.00	(11,000.00)
ADVERTISING	5010	13,515.67	4,398.17	9,117.50
BANK CHARGES	5030	44.50	300.00	(255.50)
CREDIT CARD PROCESSING FEES	5031	1,690.63	1,122.65	567.98
BROKERAGE FEES	5035	6,095.29	8,312.31	(2,217.02)
BUSINESS EXPENSE	5060	172.00	263.45	(91.45)
Business Income Tax	5065	0.00	40,548.55	(40,548.55)
CONSULTING	5090	30,838.75	11,581.25	19,257.50
DEPRECIATION	5110	8,555.50	8,757.00	(201.50)
DUES & SUBSCRIPTIONS	5120	2,824.46	1,117.66	1,706.80
EMPLOYEE BENEFITS	5130	45,236.84	38,414.40	6,822.44
ASCAP	5155	3,866.00	0.00	3,866.00
EQUIPMENT RENTAL	5160	4,452.00	0.00	4,452.00
S.F. EQUIPMENT/GROUNDS	5164	547.37	133.96	413.41
Nursing Graduation	5261	3,896.17	2,004.47	1,891.70
PSA Graduation	5263	1,039.89	0.00	1,039.89
INSURANCE- GENERAL	5400	565.85	0.00	565.85
INSURANCE- LIABILITY	5410	2,126.73	(64.00)	2,190.73
SF STAND-BY INSURANCE	5415	720.00	0.00	720.00
LEGAL	5420	5,871.90	0.00	5,871.90
P. D. LICENSE FEES	5430	4,217.00	0.00	4,217.00
ALUMNI OFFICE EQUIP/XEROX/COMP	5470	3,966.31	3,175.67	790.64
STREET FAIR OFFICE SUPPLIES	5480	675.37	0.00	675.37
SANITATION SUPPLIES	5484	1,532.68	0.00	1,532.68
PAYROLL TAXES FEDERAL	5490	9,701.91	5,939.79	3,762.12
STATE PAYROLL TAXES	5491	1,680.74	766.16	914.58
PAYROLL PROCESSING	5492	1,212.45	988.35	224.10
POSTAGE & MAILING	5500	29.49	147.60	(118.11)
REFUNDS	5560	31,625.50	0.00	31,625.50
SALARIES - ADMINISTRATION	5580	55,925.71	40,160.65	15,765.06
SALARIES - STREET FAIR	5590	69,769.36	36,513.42	33,255.94
PART TIME ASSISTANCE	5596	5,363.39	0.00	5,363.39
STAFF DEVELOPMENT	5610	0.00	168.71	(168.71)
STREET FAIR SUPPLIES-GROUNDS	5620	4,525.61	27.00	4,498.61
OUTSIDE SERVICE - TRASH	5650	269.56	0.00	269.56
USE OF FACILITY	5670	1,000.00	0.00	1,000.00
WORKERS COMPENSATION INSURANCE	5680	2,094.01	(413.44)	2,507.45
STREET FAIR BOOTH TRACKER	5825	3,370.00	1,890.00	1,480.00
Total EXPENSE		<u>329,018.64</u>	<u>217,253.78</u>	<u>111,764.86</u>
<b>NET INCREASE (DECREASE) BEFORE OTHER INCOME/(EXPENSE)</b>		<u>(131,881.11)</u>	<u>(183,541.18)</u>	<u>51,660.07</u>
OTHER INCOME/(EXPENSE)				
REALIZED GAIN/(LOSS)	4050	61,902.56	118,819.66	(56,917.10)
UNREALIZED GAIN/(LOSS)	4055	(68,065.39)	15,661.53	(83,726.92)
Total OTHER INCOME/(EXPENSE)		<u>(6,162.83)</u>	<u>124,481.19</u>	<u>(140,644.02)</u>
NET INCREASE (DECREASE)		<u>(138,043.94)</u>	<u>(49,059.99)</u>	<u>(88,983.95)</u>

**Draft 2/15/22**

Financial Statements  
June 30, 2021 and 2020

**College of the Desert  
Alumni Association, Inc.**

College of the Desert Alumni Association, Inc.

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June 30, 2021 and 2020

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## **Independent Auditor's Report**

The Board of Directors  
College of the Desert Alumni Association, Inc.  
Palm Desert, California

### **Report on the Financial Statements**

We have audited the accompanying financial statements of College of the Desert Alumni Association, Inc. (the Association) (a California nonprofit public benefit corporation), which comprise the statements of financial position – modified cash basis as of June 30, 2021 and 2020, and the related statements of activity and changes in net assets – modified cash basis, cash flows – modified cash basis, and functional expenses – modified cash basis, for the years then ended, and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the modified cash basis of accounting described in Note 1 to the financial statements; this includes determining that the modified cash basis of accounting is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Association's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Association as of June 30, 2021 and 2020, and the changes in its net assets and its cash flows for the year then ended in accordance with the modified cash basis of accounting described in Note 1.

**Basis of Accounting**

We draw attention to Note 1 of the financial statements, which describes the basis of accounting used in the preparation of the financial statements. The financial statements are prepared on the modified cash basis, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

Rancho Cucamonga, California

\_\_\_\_\_, 2022

College of the Desert Alumni Association, Inc.

Statements of Financial Position – Modified Cash Basis

June 30, 2021 and 2020

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	2021	2020
<b>Assets</b>		
<b>Current assets</b>		
Cash	\$ 172,179	\$ 245,487
Certificates of deposit - restricted	214,435	214,435
Investments	<u>689,900</u>	<u>986,120</u>
Total current assets	<u>1,076,514</u>	<u>1,446,042</u>
<b>Noncurrent assets</b>		
Property and equipment, net	<u>22,304</u>	<u>36,364</u>
Total assets	<u>\$ 1,098,818</u>	<u>\$ 1,482,406</u>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Accounts payable	<u>\$ 5,040</u>	<u>\$ 321,110</u>
<b>Net Assets</b>		
Without donor restrictions		
Undesignated	66,232	(177,585)
Board designated - endowments	583,280	916,358
Board designated - operating reserve	<u>174,220</u>	<u>165,025</u>
Total without donor restrictions	<u>823,732</u>	<u>903,798</u>
With donor restrictions	<u>270,046</u>	<u>257,498</u>
Total net assets	<u>1,093,778</u>	<u>1,161,296</u>
Total liabilities and net assets	<u>\$ 1,098,818</u>	<u>\$ 1,482,406</u>

College of the Desert Alumni Association, Inc.  
 Statements Activity and Changes in Net Assets – Modified Cash Basis  
 Years Ended June 30, 2021 and 2020

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	2021		
	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
<b>Revenues</b>			
Street Fair rental income	\$ 7,265	\$ -	\$ 7,265
Donated rent	42,000	-	42,000
Miscellaneous income	36,753	-	36,753
Total revenues	<u>86,018</u>	<u>-</u>	<u>86,018</u>
<b>Expenses</b>			
Street Fair rental	-	-	-
Management and general	<u>339,738</u>	<u>-</u>	<u>339,738</u>
Total expenses	<u>339,738</u>	<u>-</u>	<u>339,738</u>
<b>Other Income (Expense)</b>			
Investment income, net of fees	25,906	216	26,122
Net realized gain/(loss) on investments	170,923	13,821	184,744
Net unrealized gain/(loss) on investments	17,374	(1,489)	15,885
Income tax expense	<u>(40,549)</u>	<u>-</u>	<u>(40,549)</u>
Total other income (expense)	<u>173,654</u>	<u>12,548</u>	<u>186,202</u>
<b>Change in Net Assets</b>			
Change in Net Assets	(80,066)	12,548	(67,518)
<b>Net Assets, Beginning of Year</b>	<u>903,798</u>	<u>257,498</u>	<u>1,161,296</u>
<b>Net Assets, End of Year</b>	<u>\$ 823,732</u>	<u>\$ 270,046</u>	<u>\$ 1,093,778</u>

College of the Desert Alumni Association, Inc.  
 Statements Activity and Changes in Net Assets – Modified Cash Basis  
 Years Ended June 30, 2021 and 2020

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	2020		
	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
<b>Revenues</b>			
Street Fair rental income	\$ 954,132	\$ -	\$ 954,132
Donated rent	-	-	-
Miscellaneous income	<u>10,014</u>	<u>-</u>	<u>10,014</u>
Total revenues	<u>964,146</u>	<u>-</u>	<u>964,146</u>
<b>Expenses</b>			
Street Fair rental	937,832	-	937,832
Management and general	<u>396,632</u>	<u>-</u>	<u>396,632</u>
Total expenses	<u>1,334,464</u>	<u>-</u>	<u>1,334,464</u>
<b>Other Income (Expense)</b>			
Investment income, net of fees	21,564	1,717	23,281
Net realized gain/(loss) on investments	(203)	-	(203)
Net unrealized gain/(loss) on investments	(13,372)	-	(13,372)
Income tax expense	<u>(93,467)</u>	<u>-</u>	<u>(93,467)</u>
Total other income (expense)	<u>(85,478)</u>	<u>1,717</u>	<u>(83,761)</u>
<b>Change in Net Assets</b>			
Change in Net Assets	(455,796)	1,717	(454,079)
<b>Net Assets, Beginning of Year</b>	<u>1,359,594</u>	<u>255,781</u>	<u>1,615,375</u>
<b>Net Assets, End of Year</b>	<u>\$ 903,798</u>	<u>\$ 257,498</u>	<u>\$ 1,161,296</u>

College of the Desert Alumni Association, Inc.

Statements of Cash Flows – Modified Cash Basis

Years Ended June 30, 2021 and 2020

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	2021	2020
<b>Operating Activities</b>		
Change in net assets	\$ (67,518)	\$ (454,079)
Adjustments to reconcile change in net assets to net cash from (used for) operating activities		
Depreciation	14,060	14,907
Net realized (gain)/loss on investments	(184,744)	203
Net unrealized gain/(loss) on investments	(15,885)	13,372
Change in assets and liabilities		
Prepaid expense	-	7,053
Accounts payable	<u>(316,070)</u>	<u>321,110</u>
Net Cash Flows used for Operating Activities	<u>(570,157)</u>	<u>(97,434)</u>
<b>Investing Activities</b>		
Sale of investments	841,136	63,114
Purchase of investments	<u>(344,287)</u>	<u>-</u>
Net Cash Flows from Investing Activities	<u>496,849</u>	<u>63,114</u>
Change in Cash	(73,308)	(34,320)
Cash, Beginning of Year	<u>245,487</u>	<u>279,807</u>
Cash, End of Year	<u>\$ 172,179</u>	<u>\$ 245,487</u>

**College of the Desert Alumni Association, Inc.**  
**Statements of Functional Expenses – Modified Cash Basis**  
**Years Ended June 30, 2021 and 2020**

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	2021		
	Street Fair Rental	Management and General	Total
Accounting and audit	\$ -	\$ 12,000	\$ 12,000
Advertising and promotion	- -	4,993	4,993
Depreciation	- -	14,060	14,060
Dues and subscriptions	- -	1,781	1,781
Entertainment	- -	- -	- -
Environmental Health Department fees	- -	- -	- -
Equipment and grounds expense	- -	179	179
Nursing graduation	- -	5,086	5,086
Insurance	- -	8,789	8,789
Legal	- -	4,534	4,534
Consulting	- -	31,738	31,738
License fees	- -	- -	- -
Meeting and conferences	- -	169	169
Miscellaneous	- -	1,977	1,977
Office expense and supplies	- -	11,199	11,199
Outside services	- -	- -	- -
Printing and postage	- -	220	220
Rent/use of facility	- -	42,000	42,000
Reunion and other events	- -	- -	- -
Salaries and benefits	- -	201,013	201,013
Scholarships, grants, and contributions	- -	- -	- -
Trash	- -	- -	- -
Total expenses	\$ -	\$ 339,738	\$ 339,738

**College of the Desert Alumni Association, Inc.**  
**Statements of Functional Expenses – Modified Cash Basis**  
**Years Ended June 30, 2021 and 2020**

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	2020		
	Street Fair Rental	Management and General	Fundraising
Accounting and audit	\$ 6,000	\$ 6,000	\$ 12,000
Advertising and promotion	12,598	114,045	126,643
Depreciation	13,416	1,491	14,907
Dues and subscriptions	-	3,279	3,279
Entertainment	12,071	-	12,071
Environmental Health Department fees	5,296	-	5,296
Equipment and grounds expense	40,301	-	40,301
Graduation	-	-	-
Insurance	27,801	-	27,801
Legal	1,365	1,365	2,730
Consulting	1,953	1,953	3,906
License fees	19,494	-	19,494
Meeting and conferences	-	3,023	3,023
Miscellaneous	43,472	1,075	44,547
Office expense and supplies	20,055	2,393	22,448
Outside services	27,883	-	27,883
Printing and postage	-	2,342	2,342
Rent/use of facility	-	42,000	42,000
Reunion and other events	1,424	17,042	18,466
Salaries and benefits	318,351	200,364	518,715
Scholarships, grants, and contributions	385,000	260	385,260
Trash	1,352	-	1,352
Total expenses	<u>\$ 937,832</u>	<u>\$ 396,632</u>	<u>\$ 1,334,464</u>

# College of the Desert Alumni Association, Inc.

## Notes to Financial Statements

June 30, 2021 and 2020

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## Note 1 - Organization and Summary of Significant Accounting Policies

### Organization and Nature of Activities

College of the Desert Alumni Association, Inc. (the Association) is a nonprofit public benefit corporation, formed in 1983 and incorporated in 1985, located in Palm Desert. The purpose of the Association is to provide financial support for the College of the Desert in the form of scholarships and direct donations. The Association's largest fundraising event is the Street Fair, held every weekend on the College of the Desert campus.

### Financial Statement Presentation

The Association maintains its accounting records and prepares its financial statements on the modified cash basis of accounting, which is a comprehensive basis of accounting other than accounting principles generally accepted in the United States of America (GAAP). This basis of presentation differs from GAAP in that certain revenues are recognized rather than earned and certain expenses are recognized when paid rather than when the obligation is incurred. The accompanying financial statements are not intended to present the financial position and results of operations in conformity with accounting principles generally accepted in the United States of America.

### Net Asset Accounting

To ensure observance of limitations and restrictions placed on the use of resources available to the Association, the accounts of the Association are maintained in accordance with the principles of net asset accounting. This is the procedure by which resources for various purposes are classified for accounting and reporting purposes into net asset types established according to their nature and purpose. Separate accounts are maintained for each net asset type; however, in the accompanying financial statements, net asset types that have similar characteristics have been combined into groups as follows:

*Net Assets without Donor Restrictions* – Net assets available for general use and not subject to donor restrictions. Net assets without donor restrictions represents all resources over which the Board of Directors has discretionary control for use in operating the Association. The governing board has designated, from net assets without donor restrictions, net assets for an operating reserve and board-designated endowment.

*Net Assets with Donor Restrictions* – Net assets subject to donor restrictions. Some donor imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. The Association reports contributions restricted by donors as increases in net assets with donor restrictions if they are received with donor stipulations that limit the use of the donated assets. When a donor restriction expires, that is, when a stipulated time restriction ends, or purpose restriction is accomplished, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

# College of the Desert Alumni Association, Inc.

## Notes to Financial Statements

June 30, 2021 and 2020

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### **Estimates**

The preparation of financial statements on modified cash basis of accounting requires the Association to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates, and those differences could be material.

### **Income Taxes**

The Association, a nonprofit public benefit corporation, is a 501(c)(3) organization under Internal Revenue Code Section 509(a)(2) and under California Revenue and Taxation Code Section 23701d and operates as a public charity. Effective as of the year ended June 30, 2018, the Internal Revenue Service (the IRS) concluded that revenue derived from rents paid by vendors that do business at the Street Fair constitutes income from an unrelated trade or business that is taxable to the Association under section 513(a) of the Internal Revenue Code of 1986 (the Code) and do not constitute rents from real property described in section 512(b)(3) of the Code. The unrelated business income tax expense of \$40,549 in the current year was related to the IRS ruling related to the Association's Street Fair Revenue.

### **Cash**

Cash consists of cash held in checking and money market accounts with original maturities of less than 90 days. The Association maintains cash balances and investment balances at banks in excess of Federal Deposit of Insurance Corporation (FDIC) and Securities Investor Protection Corporation (SIPC) limits. Deposit concentration risk is managed by placing cash and investment balances with financial institutions believed by the Association to be creditworthy. Management believes credit risk is limited.

### **Investments**

Investments in marketable securities with readily determinable fair values are presented at their fair values in the statements of assets, liabilities, and net assets – modified cash basis. Unrealized gains and losses are included in the change of net assets. Investment income and gains restricted by a donor are reported as increases in net assets without donor restrictions if the restrictions are met (either by passage of time or by use) in which the income and gains are received in the period.

### **Property and Equipment**

Capital purchases comprise furniture, fixtures and equipment, software, property, and vehicles. The Association maintains a unit capitalization threshold of \$500 and an estimated useful life of greater than one year. Assets are recorded at historical cost, or estimated historical cost, when purchased or constructed.

Depreciation of capital assets is computed and recorded utilizing the straight-line method. Estimated useful lives of equipment currently held by the Association is five to seven years.

# College of the Desert Alumni Association, Inc.

## Notes to Financial Statements

June 30, 2021 and 2020

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The Association records impairments of capital assets when it becomes probable that the carrying value of the assets will not be fully recovered over their estimated useful life. Impairments are recorded to reduce the carrying value of the assets to their net realizable value based on facts and circumstances in existence at the time of the determination. No impairments were recorded during the year ended June 30, 2021.

### **Functional Allocation of Expenses**

The costs of program and supporting services activities have been summarized on a functional basis in the statements of revenues, expenses, and changes in net assets. The statements of functional expenses present the natural classification detail of expenses by function. Accordingly, based upon management's estimates, certain costs have been allocated among the Street Fair rental and management and general.

### **Advertising Costs**

Costs associated with advertising are expensed as incurred. During the 2021 and 2020 fiscal years, total advertising costs were \$4,993 and \$126,643, respectively.

### **Note 2 - Liquidity and Availability**

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the statement of financial position sheet date, comprise the following:

	<u>2021</u>	<u>2020</u>
Cash	<u>\$ 172,179</u>	<u>\$ 245,487</u>

### **Note 3 - Investments**

Changes in value of investments are reflected in the Statement of Activities. Dividends and interest income are recorded during the period received.

Investment activity as of June 30, 2021 and 2020:

	<u>2021</u>	<u>2020</u>
Interest and dividends	\$ 39,126	\$ 40,164
Net realized gain/(loss) on investments	184,744	(203)
Net unrealized gain/(loss) on investments	15,885	(13,372)
Subtotal	239,755	26,589
Less: investment expense	<u>(13,004)</u>	<u>(16,883)</u>
Total investment income, net of fees	<u>\$ 226,751</u>	<u>\$ 9,706</u>

# College of the Desert Alumni Association, Inc.

## Notes to Financial Statements

June 30, 2021 and 2020

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### Note 4 - Fair Value Measurements and Disclosures

Certain assets are reported at fair value in the financial statements. Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction in the principal, or most advantageous, market at the measurement date under current market conditions regardless of whether that price is directly observable or estimated using another valuation technique. Inputs used to determine fair value refer broadly to the assumptions that market participants would use in pricing the asset or liability, including assumptions about risk. Inputs may be observable or unobservable. Observable inputs are inputs that reflect the assumptions market participants would use in pricing the asset or liability based on market data obtained from sources independent of the reporting entity. Unobservable inputs are inputs that reflect the reporting entity's own assumptions about the assumptions market participants would use in pricing the asset or liability based on the best information available.

The following provides a summary of the hierarchical levels used to measure fair value:

Level 1 – Quoted prices in active markets for identical assets or liabilities that the reporting entity has the ability to access at the measurement date.

Level 2 – Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly. These include quoted prices for similar assets or liabilities in active markets, quoted prices for identical or similar assets or liabilities in markets that are not active, inputs other than quoted prices that are observable for the asset or liability, and market-corroborated inputs.

Level 3 – Unobservable inputs for the asset or liability. In these situations, inputs are developed using the best information available in the circumstances.

### Assets and Liabilities Recorded at Fair Value on a Recurring Basis

The following table presents the balances of the assets measured at fair value on a recurring basis as of June 30, 2021.

	Level 1
Assets	
Mutual funds	\$ 206,991
Government securities	59,190
Equities	423,719
Certificate of deposit	<u>214,435</u>
Total	<u>\$ 904,335</u>

College of the Desert Alumni Association, Inc.

Notes to Financial Statements

June 30, 2021 and 2020

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The following table presents the balances of the assets measure at fair value on a recurring basis as of June 30, 2020.

	<u>Level 1</u>
<b>Assets</b>	
Mutual funds	\$ 236,148
Government securities	89,883
Equities	660,089
Certificate of deposit	<u>214,435</u>
 Total	 <u>\$ 1,200,555</u>

**Note 5 - Property and Equipment**

Property and equipment are summarized as follows at June 30, 2021:

<b>Assets Being Depreciated</b>	
Computer equipment	\$ 36,157
Office equipment	7,208
Furniture and fixtures	64,507
Vehicles	133,936
Accumulated Depreciation	<u>(219,504)</u>
 Total	 <u>\$ 22,304</u>

Property and equipment are summarized as follows at June 30, 2020:

<b>Assets Being Depreciated</b>	
Computer equipment	\$ 36,157
Office equipment	7,208
Furniture and fixtures	64,507
Vehicles	133,936
Accumulated Depreciation	<u>(205,444)</u>
 Total	 <u>\$ 36,364</u>

Depreciation expense was \$14,060 and \$14,907 at June 30, 2021 and 2020, respectively.

# College of the Desert Alumni Association, Inc.

## Notes to Financial Statements

June 30, 2021 and 2020

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### Note 6 - Endowments

The Association's endowment (the Endowment) consists of approximately two individual funds established by donors to provide annual funding for specific activities and general operations. The Endowment also includes certain net assets without donor restrictions that have been designated for endowment by the Board of Directors.

The Board of Directors of the Association has interpreted the California Uniform Prudent Management of Institutional Funds Act (UPMIFA) as requiring the preservation of the fair value of the original gift as of the date of the donor-restricted endowment funds unless there are explicit donor stipulations to the contrary. At June 30, 2021 and 2020, there were no such donor stipulations. As a result of this interpretation, the Association retains in perpetuity (a) the original value of initial and subsequent gift amounts (including promises to give net of discount and allowance for doubtful accounts, including promises to give at fair value donated to the Endowment, and (b) any accumulations to the endowment made in accordance with the direction of the applicable donor gift instrument at the time the accumulation is added. Donor-restricted amounts not retained in perpetuity are subject to appropriation for expenditure in a manner consistent with the standard of prudence prescribed by UPMIFA.

The Association considers the following factors in determining whether to appropriate or accumulate donor-restricted endowment funds:

- The duration and preservation of the fund
- The purposes of the organization and the donor-restricted endowment fund
- General economic conditions
- The possible effect of inflation and deflation
- The expected total return from income and the appreciation of investments
- Other resources of the organization
- The investment policies of the organization

As of June 30, 2021, the Association had the following endowment net asset composition by type of fund:

	Without Donor Restrictions	With Donor Restrictions	Total
Balance, June 30, 2020	\$ 916,358	\$ 257,498	\$ 1,173,856
Contributions	-	-	-
Investment income	204,922	12,548	217,470
Amounts appropriated for expenditures	-	-	-
Other transfers/reclassifications	(538,000)	-	(538,000)
Balance, June 30, 2021	<u>\$ 583,280</u>	<u>\$ 270,046</u>	<u>\$ 853,326</u>

College of the Desert Alumni Association, Inc.

Notes to Financial Statements

June 30, 2021 and 2020

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As of June 30, 2020, the Association had the following endowment net asset composition by type of fund:

	Without Donor Restrictions	With Donor Restrictions	Total
Balance, June 30, 2019	\$ 910,309	\$ 255,781	\$ 1,166,090
Contributions	(14,175)	-	(14,175)
Investment income	33,166	1,717	34,883
Amounts appropriated for expenditures	(12,942)	-	(12,942)
Other transfers/reclassifications	<hr/>	<hr/>	<hr/>
Balance, June 30, 2020	<hr/> <u>\$ 916,358</u>	<hr/> <u>\$ 257,498</u>	<hr/> <u>\$ 1,173,856</u>

**Investment and Spending Policies**

Investment and spending policies for the Endowment were adopted that attempt to provide a predictable stream of funding for operations while seeking to maintain the purchasing power of the endowment assets. Over time, long-term rates of return should be equal to an amount sufficient to maintain the purchasing power of the Endowment assets to provide the necessary capital to fund the spending policy and to cover the costs of managing the Endowment investments. Actual returns in any given year may vary from this amount. To satisfy this long-term rate-of-return objective, the investment portfolio is structured on a total-return approach through which investment returns are achieved through both capital appreciation (realized and unrealized) and current yield (interest and dividends). A significant portion of the funds are invested to seek growth of principal over time.

**Note 7 - Restrictions on Net Asset Balances**

Donor restricted net assets with time and/or purpose restrictions consist of the following at June 30, 2021:

Iantorno Scholarship	\$ 14,435
Nordland Scholarship	<hr/> <u>35,611</u>
Total donor restricted net assets	<hr/> <u>\$ 50,046</u>

Donor restricted net assets with time and/or purpose restrictions consist of the following at June 30, 2020:

Iantorno Scholarship	\$ 14,435
Nordland Scholarship	<hr/> <u>23,063</u>
Total donor restricted net assets	<hr/> <u>\$ 37,498</u>

# College of the Desert Alumni Association, Inc.

## Notes to Financial Statements

June 30, 2021 and 2020

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Donor restricted net assets with perpetual restrictions consist of the following at June 30, 2021:

Iantorno Scholarship	\$ 200,000
Nordland Scholarship	<u>20,000</u>
Total donor restricted net assets	<u><u>\$ 220,000</u></u>

Donor restricted net assets with perpetual restrictions consist of the following at June 30, 2020:

Iantorno Scholarship	\$ 200,000
Nordland Scholarship	<u>20,000</u>
Total donor restricted net assets	<u><u>\$ 220,000</u></u>

## Note 8 - Related Party Transactions

### Desert Community College District

Desert Community College District (the District) receives contributed funds from the Association for student support and various scholarships. Accordingly, at June 30, 2021 and 2020, the Association contributed \$0 and \$135,000, respectively. The Association is currently located at the College of the Desert where annual rent of \$0 and \$42,000 for the years ended June 30, 2021 and 2020, respectively, was paid to the District. For the year ended June 30, 2021, the District forgave the Association's annual rent dues and, as such, the forgiveness was reported as Donated Rent. In addition, the majority of the Board members are current employees for College of the Desert.

## Note 9 - Subsequent Events

The Association's management has evaluated events or transactions from June 30, 2021 through [REDACTED], 2022, which is the date the financial statements were available to be issued. Management has determined that there were no subsequent events or transactions that require additional disclosure in the Association's financial statements.

# COD ALUMNI ASSOCIATION

FULFILLING OUR MISSION



## OUR HISTORY

College of the Desert Alumni Association was established in the spring of 1983. Many former students and friends of the College devoted their time and energy in organizing and developing the Association during its formative years. At that time, most California Community Colleges did not have established alumni organizations. Consequently, College of the Desert was a pioneer in its efforts. In the fall of 1985, the College of the Desert Alumni Association was chartered by the State of California as a nonprofit, tax-exempt, charitable corporation, which is governed by its own independent Board of Directors. The Alumni Association actively solicits tax-deductible donations of funds for scholarships to augment the financial aid programs, projects and programs of College of the Desert, and goals and objectives of the Alumni Association. In order to accomplish the Association's goals in the beginning, its Board of Directors (with the help of other volunteers) continually held car washes, vintage car shows, and other fund-raising events. At this same time, a farmer's produce market had been held on the campus approximately once a month. It was the Association's idea to expand the produce market to include garage sale items and encourage local residents to sell their "wares" at the College of the Desert in support the college. The sellers would simply pay \$10 for a parking lot space for the one day sale. Originally, the market (or Street Fair as it is now called) was held once a month was staffed by volunteers, and generated approximately \$6,000 the first year. The next year the Fair was held two days a month. Its popularity grew primarily due to the fact that it was the only "swap meet" operation locally and because of the wonderful climate, atmosphere, and tourist industry of the City of Palm Desert. The revenue and success of the Street Fair has continued to grow, and it is projected that the gross revenue generated during the 2010-2011 fiscal year will be in excess of \$1.79 million.

# **THE MISSION OF THE COD ALUMNI ASSOCIATION**

**THE MISSION OF THE COLLEGE OF THE DESERT ALUMNI ASSOCIATION IS TO ENHANCE THE SUCCESS OF COD STUDENTS AND ENRICH THE CAMPUS ENVIRONMENT. TO PROVIDE SCHOLARSHIPS FOR STUDENTS WHO PLAN TO ATTEND OR WHO ARE NOW ATTENDING COD. TO PROVIDE RECOGNITION OF ALUMNI, STUDENTS, COMMUNITY LEADERS, FACULTY AND STAFF. TO CREATE AWARENESS OF THE VALUE OF HIGHER EDUCATION AND COD THROUGH COLLABORATIVE EFFORTS. TO PROVIDE FINANCIAL SUPPORT FOR THE ENHANCEMENT OF COD FACILITIES, PROGRAMS, FACULTY AND STAFF.**

# Provide Scholarships

The Alumni Association in partnership with Pathways to Success gave 64 scholarships to local students on June 10, 2016.

Total Contribution \$1,050.000 since 2008

Total Scholarships given \$2,100.000





CVEP Pathways to Success / COD Alumni Association: 2016 Scholarship Awards Ceremony

June 10, 2016

Annenberg Center for Health Sciences at Eisenhower Medical Center

**PROGRAM**

**Welcome**

**Coachella Valley Economic Partnership**

Joe Wallace, President / CEO

Sheila Thornton, Vice President, Workforce Excellence

**Inspirational Student Story**

Juan Guzman, Pathways to Success Alumnus

**COD Alumni Association Program and Services**

John Soulliere, Board Chairman, COD Alumni Association

COD Alumni Association Scholarship Club

**COD Alumni Association**

2016 Scholars

**Matching Partner Scholarships**

Charles F. Rechlin

**Pathways to Success Scholars**

2016 Scholars

DREAMers Resource and Success Center at CSU San Bernardino

Tom Genovese Memorial Scholarship

**FAFSA Fundraiser: Naming Right Scholarships**

Agua Caliente Band of Cahuilla Indians Scholarship

Bowers H. Wallace Memorial Scholarship

City of Palm Desert Scholarship

Frank S. Paramore Memorial Scholarship

Fred Ex Memorial Scholarship

Joyce Leighton / Angelica Diaz Scholarship

K & K Scholarship

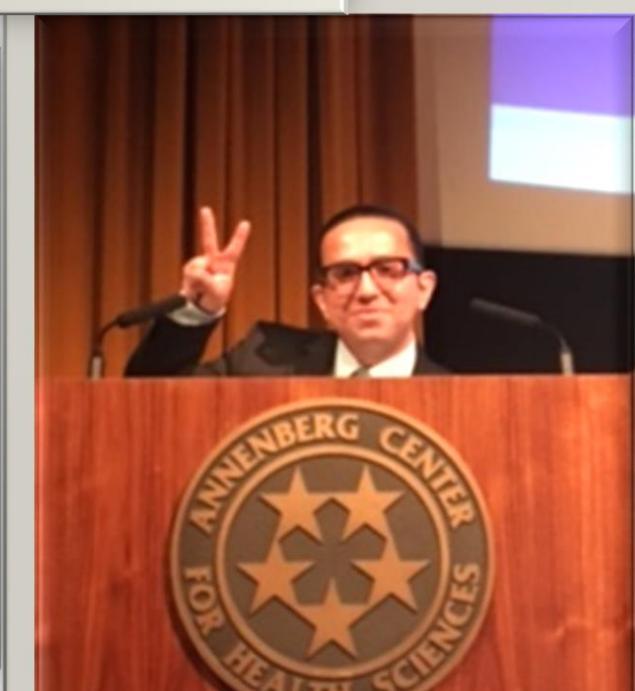
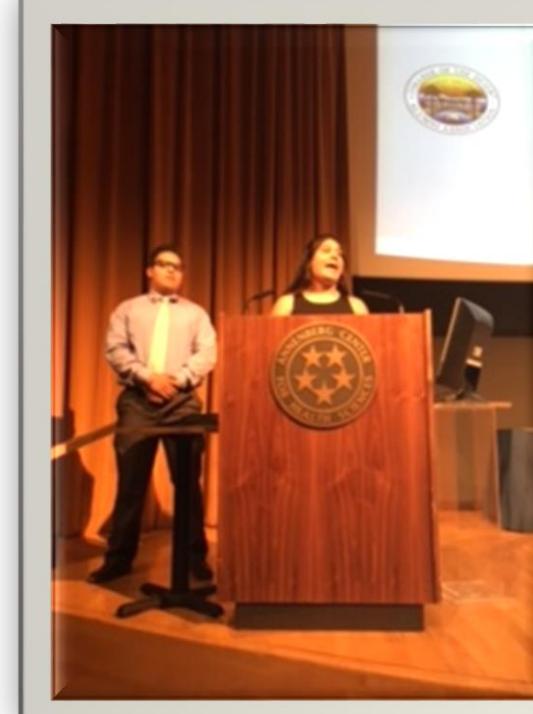
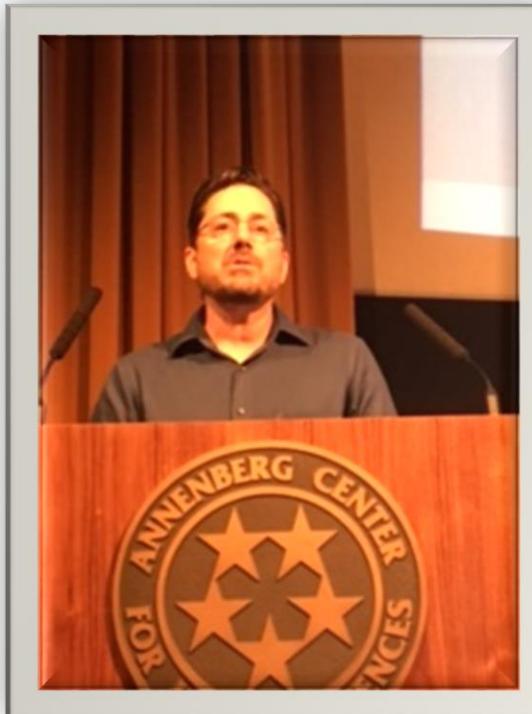
Philip & Agnes Ahlgren Memorial Scholarship

Sandra Carter-Nixon Memorial Scholarship

**Special Recognition Award**

CVEP Partner / Volunteer

**Group Photo**



# Enhance the Success of COD Students

Alumni Pathways Club

Continuous support and mentoring of COD students



June 2, 2016

Dear COD Alumni Association Board Members,

The scholarship club would like to thank you for your support this 2015-16 academic year! We had an amazing year in which we were able to visit three college campuses, hold a workshop, and volunteer at community events.

We visited a total three college campus; San Diego State University, Cal State San Marcos, and University of California Los Angeles. As a club we wanted to gain exposure to college campuses in order to encourage our students to strive towards graduating *and* transferring. By seeing the many universities in California, our students are able to dream big and be motivated to transfer and continue with their higher education. This was also a great opportunity for those students who had never experienced a campus tour of a university.

As a club we also held our very first College Motivation Workshop which was open to all COD students. We invited a long time COD English professor, Jack Tapleshay, to speak on the importance of finishing our education regardless of struggles we may face. We had a small panel of two COD alumni where we asked them about their experience as a COD student, their transferring process, and how attending a community college helped them in the long run. The purpose of this workshop was to specifically motivate those who felt discouraged by roadblocks that community college students can sometimes encounter.

We were also able to volunteer at community events and help other school clubs with their event. One event was the Heritage Festival, which was held at the Coachella Valley History Museum. We were assigned to the arts and craft section where we held a booth that made Hispanic themed decorations such as paper flowers. We assisted children in making the flowers which they were able to take home afterwards!

We are very lucky to have such a huge support system and are excited for the next academic year. Our new club officers are going to do great things with the club to keep it growing. This club was a way for us to stay involved, meet new people, and enhance our leadership skills. Your support by funding our education and this club inspires us to do great things!

Once again thank you for all your support, we greatly appreciate everything you have done for us. We have attached a list with names of transferring/graduate students who have been supported by the alumni association and photos of some of our successful club events, we hope you enjoy them!

Sincerely,  
*COD AA Scholarship Club '16*



# Providing Recognition of Faculty and Staff

- Pumpkin Pie Social



# Providing Recognition of Faculty and Staff

- Maintenance and Operations Appreciation Lunch



# Celebrating a record-breaking 32 Years of Service!



COLLEGE  
OF THE DESERT  
**Alumni  
Association**  
1984 ~ 2016

Over \$4 Million  
given out in  
student  
scholarships

Over  
300 people  
honored at the  
annual COD  
Hall of Fame  
Awards

Over  
\$400,000  
given out in free  
SunLine Bus  
passes to COD  
students

Alumni  
Association  
most valuable  
organization to  
COD 2003

**COD Alumni  
Association owns  
and operates**



Over  
\$10.5 Million  
in student and  
college support  
at COD

Over \$1 Million  
for campus work  
study program  
for students  
with needs

\$1 Million  
for Faculty  
Academic  
Enrichment  
Funds

2005 Palm  
Desert Chamber  
of Commerce  
Community  
Service Award

College of the Desert

Alumni Association

# Enrich the Campus Environment

- Graduation Reception



# Student Support

- Free Bus Passes
- Over \$400,000 in bus passes have been given to students since 2008



# Alumni Membership Events

- Homecoming



# Public Safety Academy

Two Graduation Ceremonies are sponsored per year by the Alumni Association since 2007.



Three Nursing Pinning Ceremonies are sponsored by the Alumni Association every year. \$72,000 contributed since 2007.



# **Alumni Association**

## **Board of Directors Memorandum**

Date: February 28, 2022

To: Board of Directors

From: Betsy Young, Executive Director

SUBJECT: CV Strategies Contract Termination

### **SUMMARY:**

At the February 24, 2022, Board of Directors meeting the Executive Director reported on the contract with CV Strategies and informed the Board that the contract has ended. Carlos A. Maldonado requested the Board be provided with more information at the next board meeting including deliverables from the contracts.

### **DISCUSSION & DETAIL:**

The Alumni Association had two contracts with CV Strategies as directed by the Board Chair Pam Hunter and approved by the Board of Directors. The contract that began in April of 2020 included a scope of work in three phases and the total cost of all work totaling \$24,400. Phase 1 was not completed but portions of phases 2 and 3 were completed. Attached is the contract with items completed circled.

The second contract began on June 9, 2021 and included four areas of work. Completed was one area, Street Fair Reopening Campaign. The total for all four areas of work totaled \$35,000. Attached is the contract with items completed circled.

Amount billed from both contracts totaled \$73,582 and as I indicated in my Executive Director report at the February Board meeting, we have exhausted our funding and the current contract has ended.

Attached please find the related documents including the invoice records and a detailed bill from December for an example of cost breakdown.

### **RECOMMENDATION:**

This is provided to the Board of Directors as information.

April 21, 2020

Ms. Betsy Young, Executive Director  
The Street Fair at College of the Desert  
43-500 Monterey Ave, Palm Desert, CA 92260

## *Estimate for Proposed Scope of Work*

***Project Purpose: Advance operations at the Street Fair at COD by increasing revenues, maximizing organizational efficiencies and broadening the merchant base***

### **Phase 1 // Primary Research**

*Conduct merchant survey to identify opportunities to increase merchant satisfaction and build a deeper understanding of organizational strengths*

- » Work with staff and Board to determine informational gaps
- » Create multiple-choice and open-ended answer questionnaire, balancing response rate with in-depth information
- » Distribute electronically to address the current communications landscape

*Ascertain stakeholder views through one-on-one interviews with the Board of Directors, CODAA management and key staff*

- » Craft questions designed to facilitate dialogue and evolve the conversation
- » Document responses and build conclusion narrative from the discussion

*Employ three to four focus groups to discuss current perceptions and potential marketing options*

- » In collaboration with staff, determine key stakeholder groups, including customer types, merchant groups and other invested parties
- » Guide conversation with a detailed participation workbook
- » Provide a summary report to staff with identified findings and key takeaways

**Estimated Hours: 50**

**Not to Exceed Cost: \$10,000**

### **Phase 2 // Assessment and Initial Plan**

*Write a thorough assessment of current operations, challenges and foundational strengths*

- » Review all previous research from prior assessments and institutional knowledge
- » Assess current operations and organizational targets
- » Conduct secondary research of the competitive landscape and industry best practices
- » Evaluate opportunities for growth locally, regionally and industry-wide

*Shape key objectives for the organization and identify preliminary strategies to affect immediate change in light of current circumstances*

- » In collaboration with staff and Board of Directors, identify a vision of the Street Fair, its purpose and direction
- » Determine and pursue low-hanging fruit opportunities and provide next steps
- » Provide a complete report of key findings and detailed analysis of research conducted

**Estimated Hours: 32**

**Not to Exceed Cost: \$6,400**

**Phase 3 // Long-term Organizational Plan**

*Facilitate Board of Directors strategic planning workshop*

- » Review the organization's mission, vision and values
- » Determine Board vision for the organization including overarching strategic objectives
- Develop long-term foundational goals and strategies, building from assessment key findings, Board vision and staff direction*
- » Craft an in-depth plan to guide the organization for the next five years, focusing on immediate changes
- » Determine strategies that reflect the Board and staff's vision of the Street Fair identified from the strategic planning workshop

*Create tactical implementation guide and timeline to provide granular organizational tasks and deadlines for completion*

- » Build targeted list of action items to be accomplished within the next fiscal year
- » Create operational calendar with deadlines and expectations clearly delineated
- » Identify success metrics for each task, allowing for performance-based accountability

**Estimated Hours: 40**

**Not to Exceed Cost: \$8,000**

**Total Estimated Hours: 122**

**Total Not to Exceed Cost: \$24,400**

..... *Rates for Communication Services* .....

- |   |   |
|---|---|
| » President - \$225/hour                  | » Design/Video/Photography - \$150/hour |
| » Vice-President - \$200/hour             | » Translation - \$125/hour              |
| » Account Manager/Specialist - \$175/hour | » Support Staff - \$100/hour            |

..... *Terms & Compensation* .....

Either party may end this agreement by providing written notice to the other party. In the event of termination, CV Strategies shall be paid for all hours and expenses accrued up to the date of termination.

Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250 per item). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate.

All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.

..... *Agreed & Approved* .....

Betsy Young

Name

Executive Director

Title

*betsy l young*

Signature

4/25/2020

Date

Date:  
June 9, 2021

*Client:*  
College of the Desert Alumni Association  
43500 Monterey Ave  
Palm Desert, CA 92260

## *Professional Services Proposal*

i.

### **Street Fair Reopening Campaign**

Develop and implement a Street Fair at College of the Desert reopening marketing campaign. Build both merchant engagement and public attendance through innovative outreach channels with low or no cost alternatives to traditional marketing channels. Support staff, as needed, with merchant relations and internal communications.

- Facilitate and manage ad buy, design look and feel of the campaign
- Craft earned media strategy and press releases
- Write series of merchant letters to keep them informed on latest developments
- Meet with staff, Committee and Board Members regularly

Cost: Hourly rates ranging from \$125-\$225 per hour; 50-55 project hours  
Total Estimate: \$10,000

ii. **Organizational Plan Advancement**

Leveraging the Alumni Association Organizational Assessment, craft a comprehensive Organizational Plan including building out the Alumni Engagement function of the Association. Define roles within the organization that more closely tie with Association needs and Board vision.

- Create and advance holistic Organizational Plan that addresses the mission of the Alumni Association
- Conduct planning discussions with staff, Committee and Board Members to further organizational objectives identified in the Organizational Assessment
- Develop solutions to current obstacles to achieving Board goals

Cost: Hourly rates ranging from \$125-\$225 per hour; 75-80 project hours  
Total Estimate: \$15,000

iii. **Alumni Engagement Department Development**

Build out the Alumni Engagement Department to ensure the organization reflects the mission of the Alumni Association. Recruit and onboard a Director of Alumni Engagement to support this function.

- Create a staffing plan that furthers the Organizational Plan goals
- Develop job descriptions that support the Alumni Engagement function of the organization
- Identify and implement recruiting strategies for Director of Alumni Engagement and other staff, including recruitment brochures
- Develop ongoing hiring and training documents for the position, as needed
- Meet regularly with staff and Board to provide updates on progress and receive feedback

Cost: Hourly rates ranging from \$125-\$225 per hour; 50-55 project hours

Total Estimate: \$10,000

**iv. Ongoing Alumni Association Communications and Marketing Support**

Provide approximately 15-20 hours per month of support including but not limited to: project oversight, marketing plan facilitation, progress updates, account management, website strategies and updates, social media support, graphic design and content creation services as needed.

Cost: \$3,000 Per Month Retainer Fee

*..... Hourly Rates for Communication Services .....*

- |   |   |
|---|---|
| » President - \$225/hour                  | » Design/Video/Photography - \$150/hour |
| » Vice-President - \$200/hour             | » Translation - \$125/hour              |
| » Account Manager/Specialist - \$175/hour | » Support Staff - \$100/hour            |

**Vendor Balances for College of the Desert Alumni Association**

Vendor: CV Strategies - CV Strategies

*College of the Desert Alumni Association*

Vendor Balance: 0.00

*Payments to CV Strategies from 7/1/2020 - 6/30/2021*

<b>Document Number</b>	<b>Document Date</b>	<b>Due Date</b>	<b>Document Description</b>	<b>Original Amount</b>
5675	7/6/20	8/5/20	June 2020 Consulting	
5707	8/3/20	9/2/20	July 2020 Consulting	3,250.00
5872	11/6/20	12/6/20	Strategic Communication Services - Comm Support October 2020	3,600.00
5873	11/6/20	12/6/20	Strategic Comm Services - Organizational Assmt October 2020	1,806.25
5923	12/11/20	1/10/21	November 2020 Strategic Communication Services	1,181.25
5974	1/15/21	2/14/21	December 2020 Strategic Communication Services	956.25
6087	3/5/21	4/4/21	February 2021 Strategic Communication Services	11,300.00
6135	4/9/21	5/9/21	March 2021 Strategic Communication Services	4,250.00
6183	5/14/21	6/13/21	March 2021 Strategic Communication Services	2,187.50
6224	6/4/21	7/4/21	May 2021 Strategic Communication Services	2,418.75
				<b><u>31,737.50</u></b>

## Vendor Balances for College of the Desert Alumni Association

Vendor: CV Strategies - CV Strategies

College of the Desert Alumni Association      Vendor Balance: 0.00

CV Strategies Payments from 7/1/2021 through 2/23/2022

Document Number	Document Date	Due Date	Document Description	Original Amount
6560	1/7/22	2/6/22	December 2021 Strategic Communication Services	16,137.50
6561	1/7/22	2/6/22	Arial Banner 12/27/2021 - 1/1/2022	4,125.00
9688	10/13/21		Consulting Admin & Street Fair	1,550.00
6379	10/4/21	11/3/21	September 2021 Strategic Communication Services	450.00
6496	12/7/21	1/6/22	November 2021 Strategic Communication Services	8,932.50
9869	9/1/21		Consulting - SF Media, Merch Letter, ETC	3,768.75
				<u><u>34,963.75</u></u>

**CV STRATEGIES**

PRECISION = PERCEPTION™

3700 Division Street #802 Palm Desert, CA 92261 (760) 776-1766 | CVStrat.com

**RECEIVED**

KFC DATE 2/23/2022

**BILL TO**

College of the Desert Street Fair  
Attn: Accounts Payable  
43-500 Monterey Ave  
Palm Desert, CA 92260

**INVOICE #** 6599**DATE** 02/17/2022**TERMS** Due on receipt

ITEM	DESCRIPTION	AMOUNT
Strategic Communication Services for the Month of January, 2022		
Services	5.5 Hrs. @ \$225/hr	1,237.50
Services	3.25 Hrs. @ \$185/hr	601.25
Services	4.25 Hrs. @ \$175/hr	743.75
Services	22 Hrs. @ \$150/hr	3,300.00
Services	10 Hrs. @ \$100/hr	1,000.00

A 10% service charge has been added to all expenses. For Billing questions please contact our Billing Dept. at (760) 776-1766 or [Billing@CVStrat.com](mailto:Billing@CVStrat.com).

**BALANCE DUE****\$6,882.50**

**CV STRATEGIES**

PRECISION IN PERCEPTION™

3700 Unruh Street #402, Palm Desert, CA 92211 (760) 778-1766 | 437-9454

**BILL TO**

College of the Desert Street  
Fair  
Attn: Accounts Payable  
43-500 Monterey Ave  
Palm Desert, CA 92260

**INVOICE #** 6560**DATE** 01/07/2022**TERMS** Due on receipt

ITEM	DESCRIPTION	AMOUNT
	Strategic Communication Services for the Month of December, 2021	
Services	19.75 Hrs. @ \$225/hr	4,443.75
Services	10 Hrs. @ \$185/hr	1,850.00
Services	20.5 Hrs. @ \$175/hr	3,587.50
Services	41.5 Hrs. @ \$150/hr	6,225.00
Services	.25 Hrs. @ \$125/hr	31.25

A 10% service charge has been added to all expenses. For Billing questions please contact our Billing Dept. at (760) 778-1766 or Billing@CVStrat.com.

**BALANCE DUE****\$16,137.50**

pd ck#9962

# CV Strategies

College of the Desert Street Fair

Activity: December 2021

EMPLOYEE	ACTIVITY	MEMO/DESCRIPTION	DURATION
		DATE	
<b>Erin N. Kaiman</b>			
Erin N. Kaiman	12/05/2021	Present to Alumni Association Executive Committee; related preparation and follow up	0:30 A
Erin N. Kaiman	12/06/2021	Present to Alumni Association Executive Committee; related preparation and follow up	2:00 F
Erin N. Kaiman	12/07/2021	Present to Alumni Association Executive Committee; related preparation and follow up	0:45 A
Erin N. Kaiman	12/07/2021	Meetings with Betsy on advertising and media plan; review and revise materials, logos, other advertising elements	2:00 P/SF
Erin N. Kaiman	12/09/2021	Meetings with Betsy on advertising and media plan; review and revise materials, logos, other advertising elements	1:15
Erin N. Kaiman	12/10/2021	Meetings with Betsy on advertising and media plan; review and revise materials, logos, other advertising elements	0:45
Erin N. Kaiman	12/13/2021	Work on graphic and messaging elements for Street Fair reopening; client correspondence re same	1:00
Erin N. Kaiman	12/14/2021	Work on graphic and messaging elements for Street Fair reopening; client correspondence re same	1:30
Erin N. Kaiman	12/15/2021	Work on graphic and messaging elements for Street Fair reopening; client correspondence re same	1:00
Erin N. Kaiman	12/16/2021	Work on graphic and messaging elements for Street Fair reopening; client correspondence re same	1:00
Erin N. Kaiman	12/17/2021	Work on graphic and messaging elements for Street Fair reopening; client correspondence re same	1:00
Erin N. Kaiman	12/20/2021	Revisions and updates to street fair marketing and communications items	1:00
Erin N. Kaiman	12/21/2021	Revisions and updates to street fair marketing and communications items	1:30
Erin N. Kaiman	12/22/2021	Revisions and updates to street fair marketing and communications items	1:00
Erin N. Kaiman	12/27/2021	Revisions and updates to street fair marketing and communications items	1:00
Erin N. Kaiman	12/28/2021	Revisions and updates to street fair marketing and communications items	1:30
Erin N. Kaiman	12/29/2021	Revisions and updates to street fair marketing and communications items	1:00
<b>Total for Erin N. Kaiman</b>			
Heather Anderson			19:45
Heather Anderson	12/06/2021	Street Fair Signage concepts for reopening. Logo design.	5:00
Heather Anderson	12/07/2021	Street Fair Signage concepts for reopening. Logo design.	3:00
Heather Anderson	12/16/2021	Street Fair Signage concepts for reopening. New logo decided on. Redesign flyer concept to match logo.	1:30
Heather Anderson	12/20/2021	Fixed revised logo from Tara, cut white stroke on text. Made logo pack for client. Made press release and letterhead. Edit flyer with revised logo and new headlines.	4:00

# CV Strategies

College of the Desert Street Fair

Activity: December 2021

EMPLOYEE	ACTIVITY DATE	MEMO/DESCRIPTION	DURATION
Heather Anderson	12/21/2021	Fair banners, discuss with Lynn. Made 3 sizes and 2 options for each size. Made 26 Fair directional signage sandwich boards. Made flyer backside in Spanish.	5:00
Heather Anderson	12/22/2021	4 feather flags following a new template from the printer. Started print/digital ads for event.	2:30
Heather Anderson	12/23/2021	Made all digital and social media ads	4:00
Heather Anderson	12/27/2021	Design 2 options for billboard. Designs were too busy. Made them simplified.	0:30
Heather Anderson	12/28/2021	Worked on billboard, social and Pocial graphics in white/black to match signage.	0:30
<b>Total for Heather Anderson</b>			<b>26:00</b>
Janet Zimmerman			
Janet Zimmerman	12/01/2021	Met with internal team regarding crisis communications plan and other deliverables.	0:15
Janet Zimmerman	12/02/2021	Wrote sign copy, provided direction to staff on crisis communications plan and key messages.	0:15
Janet Zimmerman	12/02/2021	Met with internal team regarding crisis communications plan and other deliverables.	0:15
Janet Zimmerman	12/03/2021	Reviewed and revised key messages for reopening.	0:30
Janet Zimmerman	12/10/2021	Internal call regarding crisis communications plan revisions.	0:15
Janet Zimmerman	12/16/2021	Revised reopening press release.	1:00
Janet Zimmerman	12/21/2021	Reviewed and revised brochure content, directional signs and KGAY sponsor materials.	1:30
Janet Zimmerman	12/21/2021	Reviewed reopening press release.	0:15
Janet Zimmerman	12/28/2021	Reviewed Betsy's answers to Desert Sun questions on reopening.	0:15
<b>Total for Janet Zimmerman</b>			<b>4:30</b>
Jennifer Reyes			
Jennifer Reyes	12/02/2021	Street fair logo creative, logo mark creation/research	0:15
Jennifer Reyes	12/04/2021	Street fair logo creative, logo mark creation/research	3:00
Jennifer Reyes	12/05/2021	Street fair logo designs	0:30
<b>Total for Jennifer Reyes</b>			<b>3:45</b>
Jessica Mediano			
Jessica Mediano	12/07/2021	Call with Betsy	1:00
Jessica Mediano	12/28/2021	Desert Sun questions	1:00

# CV Strategies

College of the Desert Street Fair

Activity: December 2021

EMPLOYEE	ACTIVITY DATE	MEMO/DESCRIPTION	DURATION
Jessica Mediano	12/28/2021	trafficking artwork	0:30
Jessica Mediano	12/29/2021	Delivering signage	3:00
<b>Total for Jessica Mediano</b>			<b>5:30</b>
Lynn S. Oliva			
Lynn S. Oliva	12/06/2021	Logo: Made revisions to logo concepts, corrected layout issues and formatted files.	0:45
Lynn S. Oliva	12/06/2021	Reopening ads: Worked with team on ad concepts, discussed revisions and reviewed latest drafts.	0:30
Lynn S. Oliva	12/13/2021	Reopening: Worked with project team on branded signage concepts, reviewed logo adjustments and signage drafts, suggested edits and updated project management.	1:15
Lynn S. Oliva	12/14/2021	Feather Flags: Worked with team on feather flag concepts, reviewed latest drafts and made adjustments as needed.	0:15
Lynn S. Oliva	12/15/2021	Project Management: Met with CV Strategies' Vice President to discuss project calendar, progress, and updated deliverable timelines.	0:15
Lynn S. Oliva	12/16/2021	Reopening: Worked with design team on signage concepts, reviewed latest drafts and recommended adjustments.	0:45
Lynn S. Oliva	12/20/2021	Advertisements: worked with team on ad drafts, reviewed and provided edits.	0:15
Lynn S. Oliva	12/21/2021	Reviewed latest adjustments to ads and signage, provided feedback and worked with on finalizing files.	1:00
Lynn S. Oliva	12/22/2021	Advertisements: Reviewed latest ad designs and provided feedback.	0:15
Lynn S. Oliva	12/23/2021	Advertisements: Reviewed latest sets of ads and provided feedback.	0:30
Lynn S. Oliva	12/27/2021	Billboard: Reviewed latest billboard draft for edits.	0:15
Lynn S. Oliva	12/29/2021	Project Management: Met with Vice President and project team to discuss upcoming deliverables, concepts and set deadline dates.	0:15
<b>Total for Lynn S. Oliva</b>			<b>6:15</b>
Nisha Wade			
Nisha Wade	12/02/2021	Discuss Street Fair deliverables with CV Strat Director of Client Services, including crisis comm plan, digital ads, key messages.	0:15
Nisha Wade	12/03/2021	Review comm plan and powerpoint to inform key messages. Write draft reopening key messages.	1:45
Nisha Wade	12/03/2021	Review of crisis comm plan and begin edits.	0:45
Nisha Wade	12/04/2021	Continue work to revise crisis communications plan.	0:45
Nisha Wade	12/06/2021	Continue updates to crisis communications plan.	3:30
Nisha Wade	12/07/2021	Brainstorm signage call to actions.	0:30
Nisha	12/07/2021	Continue work on crisis comm plan.	0:30

# CV Strategies

College of the Desert Street Fair

Activity: December 2021

EMPLOYEE	ACTIVITY DATE	MEMO/DESCRIPTION	DURATION
Wade			
Nisha Wade	12/08/2021	Follow up on reopening key messages. Facilitate internal review.	0:15
Nisha Wade	12/08/2021	Continue work on Crisis Comm plan. Write sample statements. Write sample social media posts.	3:15
Nisha Wade	12/09/2021	Proof crisis comm plan and facilitate review process. Discussion with CV Strat VP. Update headers.	1:30
Nisha Wade	12/10/2021	Crisis comm plan discussion with CV Strat Director of Client Services. Complete revisions. Facilitate review process.	0:45
Nisha Wade	12/16/2021	Discuss reopening ads with design team.	0:15
Nisha Wade	12/20/2021	Discuss Street Fair tagline and reopening ads with CV Strat team.	0:15
Nisha Wade	12/20/2021	Continue to facilitate review process of draft Crisis Communications plan.	0:15
<b>Total for Nisha Wade</b>			<b>14:30</b>
Shawn Harkness			
Shawn Harkness	12/16/2021	Create news release for street fair reopening.	1:30
<b>Total for Shawn Harkness</b>			<b>1:30</b>
Tara M. Bravo			
Tara M. Bravo	12/07/2021	Call with Betsy.	1:00
Tara M. Bravo	12/08/2021	Reviewed Crisis Communications Plan.	0:30
Tara M. Bravo	12/10/2021	Reviewed Crisis Communications Plan.	0:15
Tara M. Bravo	12/13/2021	Reviewed new logo options. Revised, as needed.	0:15
Tara M. Bravo	12/13/2021	Facilitated flags quote. Call with Betsy to discuss next steps.	1:15
Tara M. Bravo	12/14/2021	Reviewed new logo options. Revised, as needed.	0:30
Tara M. Bravo	12/15/2021	Reviewed latest ad concepts.	0:15
Tara M. Bravo	12/16/2021	Reviewed latest ad concepts.	0:15
Tara M. Bravo	12/17/2021	Reviewed latest ad concepts.	0:15
Tara M. Bravo	12/20/2021	Reviewed latest materials.	0:15
Tara M. Bravo	12/20/2021	Reviewed release.	0:15
Tara M. Bravo	12/21/2021	Reviewed latest materials.	0:45

# CV Strategies

College of the Desert Street Fair

Activity: December 2021

EMPLOYEE	ACTIVITY DATE	MEMO/DESCRIPTION	DURATION
Tara M. Bravo	12/22/2021	Reviewed latest materials.	0:30
Tara M. Bravo	12/22/2021	Discussion with staff regarding next steps.	0:15
Tara M. Bravo	12/23/2021	Reviewed latest materials.	0:30
Tara M. Bravo	12/27/2021	Reviewed latest items. Discussed logistics with staff.	0:30
Tara M. Bravo	12/28/2021	Discussion with Erin and Jessica on ad reach. Reviewed communication.	0:15
Tara M. Bravo	12/28/2021	Reviewed latest items. Discussed logistics with staff.	0:45
Tara M. Bravo	12/29/2021	Reviewed latest items. Discussed logistics with staff.	0:15
Tara M. Bravo	12/30/2021	Call with Betsy	0:15
Tara M. Bravo	12/30/2021	Reviewed latest items. Discussed logistics with staff.	0:45
Tara M. Bravo	12/31/2021	Call with Betsy regarding flags.	0:15
<b>Total for Tara M. Bravo</b>			10:00
Translation			
Translation	12/21/2021	Translated signage.	0:15
<b>Total for Translation</b>			0:15

# **Alumni Association Board of Directors Memorandum**

Date: February 28, 2022

To: Board of Directors

From: Betsy Young, Executive Director

SUBJECT: La Quinta Arts Foundation (LQAF)

## **SUMMARY:**

At the February 24, 2022, Board of Directors meeting the Executive Director reported on proposed collaboration with the La Quinta Arts Foundation and informed the Board that this proposal would not move forward after referring it to our legal counsel. Carlos A. Maldonado requested the Board be provided with more information at the next board meeting.

## **DISCUSSION & DETAIL:**

September 23, 2021 – Board Chair Pam Hunter presented the idea of a collaboration with the LQAF.

October 28, 2021- The LQAF presented their proposal. The Board directed the Executive Director to pursue this partnership.

November 2021- Several meetings and discussions with the Alumni Association staff and the LQAF. They were offered to participate as a special event non-profit, and we set a date for February 5<sup>th</sup> and 6<sup>th</sup>. This was agreed upon so Kristen Dolan, Executive Director of the LQAF would have enough time to recruit artists.

Kristen later notified me that her Board of Directors would not agree to our procedures and would be sending a legal agreement.

December 2021 – The new developments were shared with the Street Fair Committee on December 9, 2021. The committee had concerns moving forward until the legal agreement was received and reviewed. In mid-December I was contacted by an attorney asking if we had entered into an agreement with the LQAF and if it was available online. I informed her that we had not yet entered into an agreement. I later found out this was the attorney representing the City of La Quinta.

January 2022 - After the legal agreement was received it was forwarded to the Board Chair and the Street Fair Committee members. The Executive Director was instructed to send the

agreement to our legal counsel for his review and recommendation. This information was reported to the full Executive Committee on January 6, 2021.

I received Information regarding the LQAF suing the city of La Quinta. Posted on the LQAF website is the following.

*La Quinta Arts Foundation is committed to vigorously defend its LQAF Mark and intellectual property against any and all challenges and remains confident that, upon consideration of the full evidence, the Federal District Court and the United States Patent Office will determine to uphold the LQAF Mark.*

Listed is also a timeline of court actions including the following.

*November 3, 2021 LQAF filed an opposition to the City's motion with further explanation, including plans to present LA Quinta Arts Festival branded exhibitions at COD Alumni Association Street Fair beginning in 2022.*

In the proposed agreement received from the LQAF Exhibit A 1. (b) it states,

*La Quinta Arts Foundation Shall License the use of its trademark – La Quinta Arts Festival to CODAA for use in a series of Street Fair Festivals located on the Street Fair property in Palm Desert or at such other locations as the parties may, from time to time, agree. Such license shall be set forth in a separate License Agreement between the parties.*

Exhibit A 2. (b) it states,

*CODAA shall utilize the LQAF trademark in connection with the Street Fair Art Festival by naming the same as follows: "La Quinta Arts Festival at the College of the Desert."*

In consultation with the Alumni Associations legal counsel and after providing him with all the information it was recommended not to move forward with the collaboration. In addition to the proposed agreement that would not align with our current agreements and legal requirements the exposure to an ongoing lawsuit would not be beneficial to the Alumni Association or the Street Fair.

I notified Kristen after speaking with our attorney that we would not move forward so she could pursue other avenues in a timely manner.

**Attached please find the related documents.**

**RECOMMENDATION:**

This is provided to the Board of Directors as information.

## **SUPPORT AGREEMENT**

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EXHIBIT "A": GENERAL DESCRIPTION OF LA QUINTA ARTS  
FOUNDATION'S SERVICES AND DUTIES

## SUPPORT AGREEMENT

This Support Agreement (the "Agreement") is made and entered into this \_\_\_\_ day of December, 2021, by and between the College of the Desert Alumni Association, Inc, a California non-profit corporation ("CODAA"), whose address is 43500 Monterey Avenue, Palm Desert, Ca. and La Quinta Arts Foundation, a California nonprofit corporation ("LQAF"), whose address is PO Box 6976, La Quinta, Ca 92248-6976.

### RECITALS

A. CODAA is a nonprofit corporation located in the City of Palm Desert in the Coachella Valley area of Riverside County, California (the "Region") with a primary goal of operating an open-air shaded shopping experience on COD premises, commonly known as "THE STREET FAIR AT THE COLLEGE OF THE DESERT" (the "Street Fair"), so as to: (i) support the Region's small business owners, and (ii) provide the College of the Desert ("COD") with funds to: (iii) provide scholarships and financial aid to COD students; and (iv) fund other COD programs and projects. To date, CODAA has generated more than \$13,000,000 support for COD and its students.

B. LQAF is a non-profit corporation located in the Region with a primary goal of pursuing strategic and innovative approaches to advance and sustain the arts, culture, and the creative economy of the Region. LQAF has a four-decade history of presenting highly successful visual and performing arts programs which have attracted thousands of the Region's residents and visitors. One such programs was LQAF's initial initiative which was an annual arts festival in a village like setting-the La Quinta Arts Festival-which, over almost four decades, generated \$64,000,000 in arts sales for the purposes of: (i) supporting the livelihoods of thousands of artists; and (ii) providing scholarships in excess of \$1,350,000 to the Region's college students.

C. Currently, CODAA has approximately 300 vendors participating in each Street Fair. However, only 11 of such vendors are in the art segment (collectively, "the Existing Art Vendors"). CODAA desires to expand the art segment of the Street Fair with high quality art vendors and thereby: (i) attract new audiences to the Street Fair; (ii) elevate the public's perception of the Street Fair; and (iii) increase revenues derived therefrom.

D. CODAA desires to: (i) implement the proposed expansion of the art segment of the Street Fair by devoting a portion of the Street Fair area to a periodic series of art festivals (collectively, the "Street Fair Festival), and (ii) utilize LQAF's brand identity, artists resources, and professional consultation services, and other support to facilitate the proposed Street Fair Festival.

E. CODAA wishes to utilize LQAF trademark ("La Quinta Arts Festival"), artists resources, and certain LQAF consulting services, and other LQAF support in connection with the creation and implementation of the Street Fair Festival and LQAF is willing to provide the same.

F. CODAA and LQAF wish to set forth their relationship pursuant to this Agreement.

## **OPERATIVE PROVISIONS**

NOW THEREFORE, in consideration of the provisions of the foregoing Recitals, which are hereby incorporated herein by this reference, and the mutual promises and undertakings of the parties as hereinafter set forth, it is agreed:

### **1. LQAF Engagement.**

1.1 CODAA hereby engages LQAF to provide the services and undertake the duties generally described on Exhibit "A" attached hereto and incorporated herein by this reference (collectively, "LQAF Services and Duties"). LQAF agrees to provide such Services and discharge such Duties.

1.2 LQAF shall perform the LQAF Services and Duties in accordance with its own management, control, and methods in compliance with the provisions of this Agreement and all applicable federal, state and local laws, statutes and governmental rules, regulations and standards. LQAF shall have no power or authority to bind CODAA by any contract or render it liable for any purpose or in any amount.

1.3 LQAF shall not disclose nor permit disclosure of any information that is confidential, proprietary or a trade secret, whether designated so by CODAA or not, except to its employees who need such information in order to perform the LQAF Services and Duties, and all such information or trade secrets shall be held in strictest confidence by LQAF and its employees or contractors and shall not be disclosed in any manner or used during the term of this Agreement or at any time thereafter by LQAF for any purpose except for performing the LQAF Services and Duties under this Agreement.

### **2. LQAF's Services.**

2.1 CODAA shall not be liable to LQAF, or any other persons or entity for any expenses paid or liabilities incurred by LQAF in performing the LQAF Services and Duties under this Agreement.

2.2 LQAF will have no right of reimbursement for expenses or other payment from CODAA for any overhead or administrative costs or any other expenses of any nature incurred by LQAF in the performance of any of the LQAF Services and Duties.

**3. LQAF Fee.**

As compensation for the LQAF Services and Duties performed by LQAF under this Agreement, CODAA shall pay LQAF a fee of One Dollar (\$1.00).

**4. CODAA Equipment, Supplies and Facilities.**

4.1 CODAA shall, at CODAA's sole cost and expense, provide and maintain, or cause to be provided and maintained, such equipment and supplies as CODAA deems necessary in order to permit: (a) the implementation of the Street Fair Festival; and (b) LQAF to discharge the LQAF Services and Duties under this Agreement.

4.2 All work performed by LQAF hereunder shall be performed at CODAA's place of business, or such other location or locations as determined, from time to time, in writing by CODAA, and thereafter delivered to LQAF.

**5. LQAF Personnel and Contractors.**

LQAF may, at LQAF's sole cost and expense, retain such additional personnel and contractors (collectively the "LQAF Personnel") as LQAF deems necessary for the performance of the LQAF Services and Duties under this Agreement.

**6. LQAF Standards.**

6.1 LQAF shall devote the time, attention, and energy necessary for the competent and effective performance of the LQAF Services and Duties hereunder.

6.2 LQAF shall, at all times during the term of this Agreement, comply with the requirements of all other applicable federal or state statutes or ordinances.

6.3 LQAF shall have no right or authority, express or implied, to commit or otherwise obligate CODAA in any manner whatsoever except as specifically authorized in writing by CODAA.

**7. LQAF Taxes.**

LQAF understands that LQAF is responsible to pay, according to law, LQAF's income and franchise taxes, as well as all other taxes imposed on LQAF, its operation, activities, or property.

8. **Term.**

Subject only to the provisions for termination set forth below, the term of this agreement shall commence upon the mutual execution of this Agreement by the parties hereto. This Agreement shall terminate: (a) at any time, without cause, upon either party giving the other party no less than thirty (30) days prior written notice of termination; or (b) upon the mutual agreement of the parties. Upon termination of this Agreement, all of the parties rights and obligations under this Agreement shall terminate.

9. **Additional Acts.**

Each party agrees to perform any further acts and to execute and deliver any documents which may be reasonably necessary to carry out the provisions of this Agreement.

10. **Entire Agreement.**

This Agreement supersedes any and all agreements, either written or oral, between the parties hereto with respect to rendering of the LQAF Services and Duties by LQAF to CODAA and contains all of the covenants and agreements between the parties with respect to rendering of such Services and Duties in any manner whatsoever. Each party to this Agreement acknowledges that no representations, inducements, promises, or agreements, orally or otherwise, have been made by any other party, or anyone acting on behalf of any party, which are not embodied herein and that no other agreement, statement, or promise not contained in this Agreement shall be valid or binding. Any modification of this Agreement will be effective only if it is in writing signed by the party to be charged.

11. **Waiver of Breach or Violation Not Deemed Continuing.**

The waiver of either party of a breach or violation of any provision of this Agreement shall not operate as or be construed to be a waiver of any subsequent breach hereof.

12. **Notices.**

**12.1** Any and all notices required or permitted to be given under this Agreement will be sufficient if given in writing and delivered to the address for the respective party set forth above.

**12.2** Notices are effective upon delivery to the appropriate address of the party to be notified during regular business hours, or if delivered during non-business

hours, upon the opening of business on the next regular business day. Any party may change its address for notice by following the procedure set forth above for giving notice.

**13. Authority.**

13.1 The provisions of this Agreement required to be approved by the Board of Directors of CODAA and LQAF have been so approved and authorized.

13.2 Representing LQAF, Kristen Dolan, Managing Director, shall provide coordination of LQAF activities. Representing CODAA, Betsy Young, Executive Director shall provide coordination of CODAA activities.

**14. Counterparts.**

This Agreement may be executed in two (2) or more counterparts, each of which shall be deemed an original and together shall constitute one and the same agreement, with one counterpart being delivered to each party thereto.

**15. No Assignment.**

This Agreement is personal to each of the parties hereto and neither party may assign any of its rights or obligations hereunder without first obtaining the written consent of the other party.

**16. Miscellaneous.**

The section headings contained in this Agreement are for convenience only and shall in no manner be construed as part of this Agreement. No amendments or additions to this Agreement shall be binding unless in writing signed by both parties.

**17. Amendments.**

This Agreement may be amended only by a writing signed by both of the parties hereto.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

College of the Desert Alumni Association,  
a California Non-Profit corporation

By: \_\_\_\_\_

Betsy Young,  
Executive Director

"CODAA"

La Quinta Arts Foundation,  
a California Non-Profit corporation

By: \_\_\_\_\_

Frank J. Delany,  
Chair of the Board of the La Quinta Arts  
Foundation

"LQAF"

**EXHIBIT A**  
**AGREEMENT OF DUTIES AND OVERALL RESPONSIBILITIES**

**1. La Quinta Arts Foundation shall:**

- (a) Perform the LQAF Services and Duties as set forth in the Agreement.
- (b) License the use of its trademark-La Quinta Arts Festival-to CODAA for use in a series of Street Fair Festivals located on the Street Fair property in Palm Desert or at such other locations as the parties may, from time to time, agree. Such license shall be set forth in a separate License Agreement between the parties.
- (c) Provide CODAA with access to its artists resources and consulting services related to the creation and implementation of the Street Fair Festival as the parties may, from time to time, agree, including without limitation. (i) creating, sharing, and maintaining, at no cost to CODAA, a database of artists exhibiting at the Street Fair Festivals; (ii) assisting CODAA in determining which Existing Art Vendors and Region artists are invited to participate in each Street Fair Festival; and (iii) promoting each Street Fair Festival through LQAF and California Desert Arts Council social media and websites.
- (d) Provide CODAA with monetary support for each Street Fair Festival in the amount of \$10,000 which support shall be used by CODAA solely for the purpose of marketing the Street Fair Festival.
- (e) Assist the artist vendors participating in the initial Street Fair Art Festival by paying to the College of the Desert Foundation each artist's CODAA booth fee for such Festival.

**2. CODAA shall:**

- (a) Create and implement the Street Fair Festival.

- (b) Utilize the LQAF trademark in connection with the Street Fair Art Festival by naming the same as follows: "La Quinta Arts Festival at the College of the Desert".
- (c) Charge artist vendors for space in the Street Fair Festival based on the following booth fee schedule: (i) for a 10 x 10 area: \$250.00; and (ii) for a 20 x 20 area: \$400.00.
- (d) Give the Existing Art Vendors, whose displays consists of at least 80% Original Artwork (defined as: (i) excluding artwork which is commercial, manufactured, mass produced, imported for purchased resale; but (ii) including artwork which consists of limited edition prints and giclees), a one-time option to participate in the initial Street Fair Festival. After such initial Festival, artist vendors participating in the Street Fair Festivals shall be determined, from time to time, by CODAA, in its sole and absolute discretion, with assistance from LQAF.

## November 2021 Update to LQAF Continued Defense of its Federally Registered Trademark

La Quinta Arts Foundation (LQAF) is committed to vigorously defend its LQAF Mark and intellectual property against any and all challenges and remains confident that, upon consideration of the full evidence, the Federal District Court and the United States Patent Office will determine to uphold the LQAF Mark.

### United States Patent and Trademark Office -Trademark Trial and Appeal Board (TTAB)

August 20, 2019

The City filed a trademark application for the LA QUINTA ART CELEBRATION mark.

November 20, 2019

The United States Patent and Trademark Office (USPTO) issued an office action refusing to register the City's mark because of a likelihood of confusion with LQAF's LA QUINTA ARTS FESTIVAL mark and because the mark is geographically descriptive.

May 20, 2020

The City filed a response to the office action, arguing that its mark would not be confused with LQAF's mark and that it is not geographically descriptive.

May 29, 2020

The USPTO issued a final office action refusing to register the City's mark, unpersuaded by either of the City's arguments.

February 11, 2021

The City filed a petition for cancellation of LQAF's LA QUINTA ARTS FESTIVAL mark with the Trademark Trial and Appeal Board (TTAB). The City argued that LQAF has abandoned its mark.

August 25, 2021

The City filed a motion for summary judgment of abandonment in the TTAB proceeding. The City argued that LQAF abandoned its mark by cancelling the 2020 La Quinta Arts Festival and failing to hold any festivals afterwards.

September 24, 2021

LQAF filed a cross-motion for summary judgment of non-abandonment. LQAF argued that the 2020 cancellation and subsequent nonuse were excusable because it was prompted by the City's construction projects and the Covid-19 pandemic. LQAF further submitted evidence that both before and after the 2019 La Quinta Arts Festival, LQAF was engaged in discussions with various partners to host the Festival in a new location.

October 14, 2021

The City filed a motion to temporarily suspend disposition of summary judgment, arguing the City needed to question LQAF CEO about identity and the nature of LQAF's discussions.

November 3, 2021

LQAF filed an opposition to the City's motion with further explanation, including plans to present LA QUINTA ARTS FESTIVAL branded exhibitions at COD Alumni Association Street Fair beginning in 2022.

November 28, 2021

Deadline for the City to reply to LQAF's opposition.

\*Note: LQAF will make no further comment related to trademark disputes until litigation is concluded.

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November 12, 2021

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## Partnership with the La Quinta Arts Foundation

I spoke with Kristen on 11/11/2021 about hosting them at the Street Fair for an event. I shared with her that the Alumni Association has done many special events and collaborations with other non-profit organizations and businesses and that we offer free booths to non-profit organizations. Kristen told me that at this time she anticipates approximately 10-20 artists that would participate in this event. We discussed a potential date of the first event as she will need this to begin her recruitment of vendors. Through our special event contract, we charge a flat fee to the organizers and they will collect the fee's from those they have signed up to participate. The funds they collect will be donated to the college under their non-profit designated for art students.

Kristen and I communicated again at the end of November and we picked the weekend of February 5<sup>th</sup> and 6<sup>th</sup> to do the first event. I have sent her the required paperwork which she will complete and return.

**COLLEGE OF THE DESERT ALUMNI ASSOCIATION**

Street Fair Committee Meeting Minutes of

December 9, 2021

**1. Organizational Items:**

Call to Order: The meeting was called to order at 3:05 PM

Roll Call: Carlos A. Maldonado Ricardo Loretta members present. Jennifer Manzi and Betsy Young staff present.

Approval of Agenda: The agenda was approved as presented.

Approval of Minutes: The June 15, 2021, meeting minutes were approved as presented.

**2. Reports:**

Committee Chair- None

Committee Members- Ricardo Loretta stated that he is happy that the Street Fair is opening soon.

Executive Director- No report

**3. Information/Discussion Items:**

**3.1 Update on the reopening of the Street Fair** – The update on the reopening of the Street Fair was presented which included a repeat of the report presented to the Board of Directors on December 2, 2021. New information on the potential collaboration with the La Quinta Arts Foundation was discussed. This included areas of concern on the agreement proposed by the Foundation that could violate our agreements and bylaws. Additional follow up will be needed once the agreement is received from the La Quinta Arts Foundation.

**4. Action Items: NONE**

**5. Communication from the Committee: NONE**

**6. Future Agenda Items: NONE**

**7. Adjournment - The meeting was adjourned at 3:45 PM**

## **Alumni Association Committee Memorandum**

Date: January 6, 2021

To: Executive Committee

From: Betsy Young, Executive Director

SUBJECT: Collaboration with the La Quinta Arts Foundation

### **SUMMARY:**

The potential collaboration with the La Quinta Arts Foundation has been in ongoing discussions. They have submitted to us a legal contract which has been forwarded to the Street Fair committee and the Board Chair.

### **DISCUSSION & DETAIL:**

After some discussion it was decided to forward the proposed contract to our legal counsel for review to see if this is allowed under our current agreements. I have not yet received a response from our legal counsel. Attached is the proposed contract.

### **RECOMMENDATION:**

This is provided to the committee as follow up information.