The Campanile Foundation
Board Meeting
December 7, 2017
2:30 p.m.

Minutes

A meeting of the Board of Directors of The Campanile Foundation was held at San Diego State University in the Stephen L. Weber Alumni Board Room of the Parma Payne Goodall Alumni Center, San Diego, California, on December 7, 2017, pursuant to the notice duly posted for public information.

The following Directors were present:

Joe Belch  Steve Doyle  Patti Roscoe
Ed Blessing  Jeff Jeffery  Sally Roush
Ed Brown  James Kitchen  Jerry Sanders
Mary Ruth Carleton  Ken McCain  Bob Scarano
Nikki Clay  Jack McGrory  Kit Sickels
Mary Curran  Tony Podell  John Wills
Julie Dillon  Elsa Romero  Rachel Zahn

The following Directors were excused:

Terry Atkinson  Alan Gold  Thom McElroy
Alan Dulgeroff  Frank Goldberg  Michael Pack
Chimezie Ebiriekwe  Dan Gross  Susan Salka
Marshall Faulk  Maxine Kreitzer  Jim Sinegal
Greg Fowler  Evelyn Lamden  Karin Winner
Bill Geppert  Linda Lang

The following Officers were present:

Adrienne Vargas, Secretary, The Campanile Foundation
Travis Clancy, CFO, The Campanile Foundation

The following University administrators and staff members were present:

Jim Herrick, Assistant Vice President, Special Projects
Christine Hutchins, Associate Vice President and Chief Communications Officer
Dan Montoya, Assistant Vice President, Alumni Association
Anita Nottingham, Interim Director of Board and Executive Affairs
Catherine Snapp, Presidential Communications Director
Cathy Terrones, Senior Director of Donor Relations
Amy Walling, Assistant Vice President, Planned Giving
I. Call to Order

Chairman Mary Curran welcomed everyone and called the meeting to order at 2:31 p.m. Ms. Curran introduced new board member, John Wills and welcomed the returning board members. She announced that John Wills has been instrumental in helping form the SDSU L.A. Regional council and will be installed as a new director of the board. She also announced that Elsa Romero will be the new chair of Finance and Investment Committee, Debbie Lindner joined the Athletics Committee and Kris Michell resigned from the Campanile Foundation Board.

II. Approval of Resolutions 17-09 and 17-10

Ms. Dillon requested a motion to accept Resolution 17-09.

Motion: A motion was made, seconded, and unanimously carried to accept Resolution 17-09 Electing and Installing John Wills, Dan Gross, Elsa Romero and Kit Sickels as Directors of The Campanile Foundation.

Ms. Dillon requested a motion to accept Resolution 17-10.

Motion: A motion was made, seconded, and unanimously carried to accept Resolution 17-10 Re-Electing and Installing Ed Blessing, Bob Scarano, Thom McElroy and Greg Fowler as Directors of The Campanile Foundation.

III. Approval of Consent Agenda / December 7, 2017

Chairman Curran requested a motion to accept the Consent Agenda.

Motion: A motion was made, seconded, and unanimously carried to accept the Consent Agenda for The Campanile Foundation Board of Directors meeting of December 7, 2017 thereby approving the minutes of the:

- Campanile Foundation Board Meeting
  Minutes of September 14, 2017
- Audit Committee
  Minutes of September 19, 2017
- Stewardship Committee
  Minutes of September 21, 2017
- Nominating and Organizing Committee
  Minutes of October 11, 2017
- Government and Community Relations
  Minutes of November 16, 2017
- Athletics Committee
  Minutes of November 29, 2017
- Finance and Investment Committee
  Minutes of December 6, 2017
- Alumni Engagement Committee
  Minutes of December 7, 2017
IV. Executive Committee Report

Mary Curran

Chairman Curran thanked all board members who participated in recent stewardship events - including hosting at football and basketball games and hosting events in their homes. Ms. Curran highlighted additional stewardship events such as the Enchanted April musical production and the SDSU 120 Years Celebration. The report was concluded by congratulating the SDSU Football team on their eighth consecutive bowl game.

V. The Campanile Foundation Update

Mary Ruth Carleton

President and CEO Mary Ruth Carleton welcomed new board member John Wills and acknowledged the returning members. She thanked those who attended the November 4th donor wall unveiling event and a brief video of the celebration was shown. President Carleton thanked those board members who attended and hosted stewardship events at football games. Attendance at these events was high, providing great opportunities for cultivation of potential new board members and donors. Ms. Carleton noted the success of the current billboard campaign and confirmed that we are securing additional billboards for future ad campaigns.

Ms. Carleton introduced Ping Lu and Jaymee Panian and spoke briefly about Aerospace Engineering and the SDSU Rocket Project.

VI. SDSU Rocket Project

Ping Lu & Jaymee Panian

Ping Lu, professor and the Department Chair of Aerospace Engineering at SDSU, gave a review of the Aerospace Engineering Program and spoke about recent accomplishments within the department.

Jaymee Panian, a fourth year Aerospace Engineering student, shared her experience participating in undergraduate research at SDSU and interning with NASA's Jet Propulsion Laboratory last summer. This is Jaymee's second year in Rocket Project, and she is currently the Rocket Project Propulsion Manager as well as the Rocket Project College of Engineering Student Council Representative.

VII. Stewardship Committee Report

Patti Roscoe

Vice Chair Patti Roscoe shared that this has been the “Year of Stewardship”. She noted that there have been several Regional Planned Giving receptions around the country in an effort to show appreciation to our donors from SDSU. The next event is scheduled to be hosted by the Scaranos in April.

In continuing the theme of Stewardship, it’s our mission to ensure that donors of all levels are recognized. The committee will continue to focus on Student Philanthropy with a goal to expand student giving throughout the campus. A goal has been set to raise $5k for sustainable projects on campus.
Cathy Terrones, Sr. Director of Donor Relations, gave an update on the recent Post-Campaign Survey. The survey was conducted to measure how donors feel about giving to SDSU, to understand why they give and to evaluate our stewardship activities. The final survey results will be presented at the March 1st board meeting.

Mary Darling, Senior Director of Development for the College of Professional Studies and Fine Arts, spoke about the importance of perseverance with our development staff. She shared an example of a recent gift that was the fruition of determination and perseverance.

President Carleton announced that the Engineering and Interdisciplinary Sciences Complex grand opening celebration will be on January 16, 2018. Dr. Kaveh Hamed, assistant professor in the Mechanical Engineering Department, along with student, Adam Sorenson, presented three of their robots and spoke about recent accomplishments in their department.

VIII. President’s Report       Sally Roush

President Roush thanked TCF President Carleton and the Campanile Foundation board members for continuing to build the culture of philanthropy and for their ongoing stewardship efforts including their letters, phone calls, hosting receptions and their generous contributions to support the new university house. She noted that the first ever comprehensive fundraising campaign was a turning point in SDSU’s 120 year history.

Graduation rates are at 75.3% which is an all-time high. The study abroad program is ranked #8 with over 3,000 students studying abroad last year.

The Aztec Rocks Hunger campaign set a new record raising 588,915 pounds of food for the Jacobs & Cushman San Diego Food Bank.

President Roush thanked TCF board members for their funding of the TCF Endowed Chair and noted that Provost Enwemeka and Vice President Steve Welter are working hard and are determined to fill the position during this academic year.

President Roush led a discussion on the Aztec Identity. Starting in February 2018, President Roush will structure an advisory committee comprised of faculty, staff and students. She welcomed suggestions for appointing members. Additionally, a 17 person task force will be assembled. Past reports on the issue will be used as a resource. President Roush expects to make a decision on the Aztec Identity before she leaves office.

A new site plan for SDSU Mission Valley has been unveiled with plans for a world-class university campus, research center and stadium venue. President Roush introduced John Kratzer of JMI Realty, our site plan consultant. Mr. Kratzer gave a presentation on the proposed Mission Valley site plan. He was joined by Gordon Carrier, chairman and design principal at Carrier Johnson + CULTURE, and Jim Chatfield, senior vice president at JMI Realty.
VIII. Nominating and Organizing Committee Report

Ms. Dillon requested a motion to accept Resolution 17-16.

Motion: A motion was made, seconded, and unanimously carried to accept Resolution 17-16 Installing Jerry Sanders as Chair-Elect of The Campanile Foundation.

Ms. Dillon announced that a committee will be formed to review the current Bylaws. A meeting has been set up for Karin Winner, Kit Sickels and Mary Ruth Carleton to start the process. Board members were asked to sign new Conflict of Interest and Board Responsibly forms for 2018.

Ms. Dillon requested a motion to accept Resolution 17-11.

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-11 commending Jack McGrory and Kris Michell for their service to San Diego State University.

Ms. Dillon requested a motion to accept Resolution 17-12.

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-12 electing and installing Mary Ruth Carleton as President and CEO of The Campanile Foundation.

Ms. Dillon requested a motion to accept Resolution 17-13.

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-13 electing and installing Travis Clancy as CFO and Adrienne Vargas as Secretary of The Campanile Foundation.

Ms. Dillon requested a motion to accept Resolution 17-14.

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-14 electing and installing Alan Dulgeroff as Director of The Campanile Foundation.

Ms. Dillon requested a motion to accept Resolution 17-15.

Motion: A motion was made, seconded, and unanimously carried to approve Resolution 17-15 re-electing and installing Joe Belch as a Faculty Representative of The Campanile Foundation.
IX. Athletics Committee Report

Jack McGrory

Vice Chair Jack McGrory reported that at the November 29th Athletics Committee meeting, President Roush and John David Wicker gave an update regarding the Mission Valley Site and the $250M cost for a new stadium. A financial plan is in the works for the funding.

The women's soccer team won the Mountain West Conference Championship bringing their total number of conference titles to 17 since 2012/13.

SDSU Football will play Army in the Armed Forces Bowl Game on December 23rd in Fort Worth, Texas. Football revenues have broken the 2005 record of $542k vs. UCLA. This season, our revenue vs. Stanford was $638k and $821k vs. Boise State. The average football attendance was 40k – a 6% increase from 2016 and a 20% increase from 2015. Renovation of the Men's football locker room will start in January.

Men's Basketball season tickets sales are down, as anticipated with Coach Steve Fisher leaving the team. Last year a total of 7,916 season tickets were sold, compared to 7,773 this year.

X. Finance and Investment Committee Report

Elsa Romero

Vice Chair Elsa Romero reported that at the December 6th Finance and Investment Committee meeting, TCF CFO Travis Clancy reviewed the operations budget and noted that we are trending as projected and are staying on budget. Advisors from our investment firm attended the meeting and presented the results and a current global outlook of our investments. (The full report was provided in the Campanile Foundation Board Packet.) As of October 31, 2017, the total endowment fund assets are $270.520M.

XI. Audit Committee

Ed Blessing

Vice Chair Ed Blessing reported that during the September 19th Audit Committee Conference Call, the results of the FY 2016/17 audit were discussed. There were no complications during the audit and all deliverables were met. A motion was made, seconded, and unanimously carried to approve the FY 2016/17 audit financial statements as presented.

XII. Arts Alive Committee Report

Patti Roscoe

On behalf of Vice Chair Evelyn Lamden, Patti Roscoe reported that three information subcommittees have been created to help raise awareness, visibility and recognition for the School of Art & Design, to promote SDSU Live, and support the MFA Musical Theatre program.

A private reception for supporters of Musical Theatre and the Arts Alive Committee was held ahead of a performance of Enchanted April with 170 guests in attendance. On December 11th an
Undergrad Musical Theatre Showcase produced and directed by MFA students will make its debut. On April 8, 2018, SDSU Live will perform a mega concert at the Jacobs Music Center.

The School of Music and Dance is collaborating with the San Diego Opera with an agreement to develop a shared director position. The director will begin in 2018/19.

Architects have formed a preliminary plan for an Arts District. More details will follow from Dean Gattas.

Rob Meffe, Head of MFA Musical Theatre Program, introduced students Kimberly Moller and Susanna Vaughan who performed a piece from Enchanted April.

XIII. Alumni Engagement Committee Report

Dan Montoya

On behalf of Vice Chair Thom McElroy, AVP Dan Montoya reported on the success of the 2nd Annual Great Give. Over $183k was raised in a 24 hour period with a total of 1219 donors, 205 of whom were new donors. He emphasized the increase in interaction between the individual colleges and alumni which led to reaching additional alumni and community members. Moving forward, there are plans to increase future involvement in the Regional areas.

XIV. Government and Community Relations Report

Nikki Clay

Vice Chair Nikki Clay reported that the recent Economic Impact report stated a $5.67B annual impact including 42k jobs, $457M in state and local taxes, and production of $35.20 in economic activity for every dollar invested by the state. There was a tremendous support from the San Diego community at the press conference.

David Wetmore attended the Government and Community Relations meeting on November 16th and provided a brief federal update. A Tax Cuts and Jobs Bill was recently passed by the House of Representatives. Mr. Wetmore discussed potential impacts of the house tax bill to the higher education community.

Assemblyman Kevin McCarty made a visit to campus where he met with President Roush and a number of campus leaders regarding budget, graduation initiatives, student success, and capital renewal needs. On all accounts, the meeting was a success.

Following the report, an Economic Impact video was shown.

XV. Presidential Search Update

Mary Curran

Ms. Curran announced that resumes for the Presidential Search were released to the Search Committee (comprised of the Advisory and Trustee committees) on November 21st. The committee will review the resumes, narrow the candidates down to a select group and will conduct in person interviews in January. The Trustees Committee will make the final decision.
XVI. Announcements

The next Board of Directors meeting will be held on March 1st in the new Confucius Institute in the College of Professional Studies and Fine Arts. The Annual TCF Board Retreat will be held on June 7th.

The meeting concluded with a 120 Years video presentation.

Chairman Curran adjourned the meeting at 4:58 p.m.

Mary Curran, Chairman

Attest:

Adrienne Vargas, Secretary