

**CITY OF BEVERLY HILLS  
Community Charitable Foundation  
Board of Directors Meeting**

**MINUTES**

**455 North Rexford Drive  
Beverly Hills, CA 90210  
4<sup>th</sup> Floor - Conference Room A**

**Wednesday, June 29, 2016  
5:00 p.m.**

The City of Beverly Hills Community Charitable Foundation (CBHCCF) Board meeting was held in the 4<sup>th</sup> Floor Conference Room A at 5:06 p.m.

**ROLL CALL**

**Directors Present:** Eliot Finkel, Nancy Krasne, Julian Gold M.D., Kathleen Rothner and Ronit Stone

**Directors Absent:** None

**Officers Present:** Chief Executive Officer Mahdi Aluzri  
Chief Financial Officer Don Rhoads

**Officers Absent:** None

**Staff:** Assistant City Manager George Chavez, City Clerk Byron Pope, Chief Assistant City Attorney Lolly Enriquez, Recreation Services Manager Brad Meyerowitz, Community Services Administrator Gisele Grable, Accountant Brandy Gros, and Management Analyst Stephanie Harris

**Attendees:** Charitable Solicitations Commission Chair Karen Kay Platt

**APPOINTMENT OF CHIEF EXECUTIVE OFFICER**

City Clerk Byron Pope administered the swearing in of Councilmember Julian Gold, M.D. as a CBHCCF Board Member.

**COMMUNICATIONS FROM THE AUDIENCE**

None.

- 1) **CBHCCF Foundation Donations Report of Donations and Financial Statements**  
Chief Financial Officer Rhoads provided an overview of donations, totaling \$266,841, received by the Foundation through June 22, 2016 and received since the Board's last meeting on December 7, 2015. Donations were designated as follows: \$192,440 for the Beverly Hills Community Dog Park; \$63,401 for Beverly Gardens Park Renovation Project; \$6,000 for the History of Beverly Hills Program; and \$5,000 for the Adopt a Park Bench Recognition Plaque program.

Donations approved and accepted.

Moved by Vice Chair Krasne; seconded by Chair Finkel

Ayes: Finkel, Krasne, Gold, Rothner, and Stone

Noes: None

Absent: None

**CARRIED**

- 2) **Donation Pledges for Beverly Gardens Park Renovation Project**  
Community Services Administrator Grable reviewed current donation pledges to date for the Beverly Gardens Park fundraising efforts, with \$3.1 million total pledges; \$1.6 million received to date and \$1.5 million remaining.
- 3) **Policy Recommendations from the Charitable Solicitation Commission**  
Charitable Solicitations Commissioner Karen Kay Platt reviewed the CSC's approval to exempt the Foundation from obtaining charitable solicitations permits and revising the City's Ordinance. In addition, she further emphasized the CSC's recommendation of "best practices" which included that all fundraisers should strive to obtain net proceeds greater than 50% of total contributions per event. Commissioner Platt indicated that the CBHCCF (or a CBHCCF representative) should review the expenses, project costs and financials of fundraisers seeking to utilize the CBHCCF's designation.
- 4) **Current City – Related Fundraising Efforts Utilizing the CBHCCF's Name**  
Community Services Administrator Gisele Grable and Management Analyst Stephanie Harris provided updates regarding current and upcoming fundraising activities related to the Beverly Hills Community Dog Park Project, Beverly Hills Gardens Park Project and the Adopt a Park Bench program.

Board Member Rothner provided information regarding the Recreation & Parks Commission's recent decision to update the Park Bench Donation Program (City Dog Park benches include a \$5,000 donation; in perpetuity), and other city parks now include 2 options: \$5,000 for 10 years or \$10,000 for "in perpetuity"). The Board asked that when the item goes to City Council for approval that it include a recommendation from the CBHCCF and consider consistency in cost and term limits, changing "in perpetuity" to a definite time period ( i.e. life of the bench/ approximately 25 years).

The Board agreed and approved the following recommendation: that the City's donation program for plaques on park benches be consistent citywide for the length of time (life of bench, not "in perpetuity") and cost for donations (one option and not two).

Moved by Board Member Rothner; seconded by Board Member Gold

Ayes: Finkel, Gold, Rothner, and Stone

Noes: None

Abstain: Krasne

**CARRIED**

- 5) **Undesignated Donation to the CBHCCF**  
An undesignated donation of \$1,000 was received from the Kasdan Giving Fund. After review and discussion of the donation it was indicated that the requirements for accepting the donation was the agency needed to be a 509(a)(1) which the Foundation is not. Staff will be contacting the Donor and returning the donation along with a letter of explanation.

At this time Board member Gold inquired about the City's efforts to vet any questionable donations, and suggested that it should be included as a regular practice for staff.

- 6) **Adoption of CBHCCF Board Meeting Minutes**  
The December 7, 2015 Minutes approved and adopted.

Moved by Board Member Rothner; seconded by Chair Finkel

Ayes: Finkel, Rothner, and Stone

Noes: None

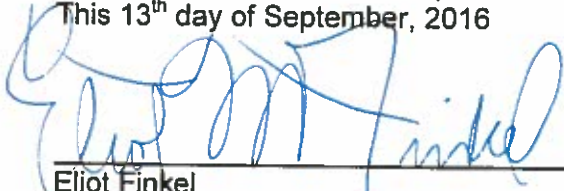
Abstain: Krasne, Gold

**CARRIED**

**ADJOURNMENT**

There being no further business, Chair Finkel, with the consent of the Board, adjourned the meeting at 5:49 p.m.

PASSED, Approved and Adopted  
This 13<sup>th</sup> day of September, 2016



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Eliot Finkel

Chair – Board of Directors

City of Beverly Hills Community Charitable Foundation