

PLEASANT VALLEY RECREATION AND PARK DISTRICT

Conference Room

1605 E. Burnley Street, Camarillo, CA 93010

**THE FOUNDATION FOR PLEASANT VALLEY
RECREATION AND PARKS**

REGULAR BOARD MEETING

AGENDA

Wednesday, August 9, 2023

5:30 P.M.

- 1. CALL TO ORDER**
- 2. MEMBERS IN ATTENDANCE**
- 3. APPROVAL OF AGENDA-** Motion to approve
- 4. PUBLIC COMMENT - In accordance with Government Code Section 54954.3, the Board reserves this time to hear from the public.** If you would like to speak about an item on the agenda, we would prefer you complete a Speaker Card, give it to the Clerk of the Board, and wait until it comes up. If you would like to make comments about other areas not on this agenda, in accordance with California law, we will listen, note them, and bring them back up at a later date for discussion. Speakers will be allowed three minutes to address the Board.
- 5. CONSENT AGENDA -** Matters listed under the Consent Agenda are considered routine and shall be acted upon without discussion and by one motion. If discussion is desired the item will be removed from the Consent Agenda for discussion and voted on as a separate item. If no discussion is desired, then the suggested action is for the Chair to request that a motion be made to approve the Consent Agenda.

A. Minutes for Board Meeting – June 14, 2023

Approval of amended minutes.

Pg. 1-3

B. Minutes for Board Meeting – July 12, 2023

Approval of minutes.

Pg. 4-6

C. Financial Report

Monthly financial report presented to the Board for information.

Pg. 7-14

Approval of the financial report for July 2023.

6. NEW ITEMS – DISCUSSION/ACTION

A. FY22-23 Financial Review

Fiscal year financial report presented to the Board by CFO.

Pg. 15-19

B. Fundraiser Sales

I. Review of Mister Softee funds raised on July 5, 2023, based on 10% of sales.

II. Review of Loru's Café funds raised from August 9, 2023, based on 30% of sales.

C. Name Tags

New board members review name tags and board to approve orders.

Pg. 20

D. Party for the Parks Planning- September 9, 2023

- I. Update from Event Committee Chair on planning.
- II. Update from District Staff Board Liaison on ticket sales.
- III. Awards and recognition presented to sponsors, partners, and donors from FY22-23.

E. Wonderland of Wreaths Fundraiser– October 20, 2023 – November 3, 2023

Board to discuss fundraiser.

F. Dedications

Board to review updated dedication guidelines.

Pg. 21-23

G. Annual Board Workshop- September 16, 2023

Board to discuss topics and goals.

H. Next Month's Fundraiser

- I. September 6 at Snapper Jack's Taco Shack from 11am-9pm.
 - a. 20% of total sales for the day will be donated to the Foundation.

I. Board Member Recruitment

Board to discuss updates on recruiting members and leads.

- I. Review of board member applications.

7. ORAL COMMUNICATION

Informal items from Board Members or staff not requiring action.

8. ADJOURNMENT

Note: Written materials related to these agenda items are available for public inspection in the Office of the Clerk of the Board located at 1605 E. Burnley Street, Camarillo during regular business hours beginning the day preceding the meeting.

Announcement: Should you need special assistance (*i.e.* a disability-related modification or accommodations) to participate in the Board meeting or other District activities (including receipt of an agenda in an appropriate alternative format), as outlined in the Americans With Disabilities Act, or require further information, please contact the General Manager, at 482-1996, extension 114. Please notify the General Manager 48 hours in advance to provide sufficient time to make a disability-related modification or reasonable accommodation.

PLEASANT VALLEY RECREATION AND PARK DISTRICT

Conference Room

1605 E. Burnley Street, Camarillo, CA 93010

**THE FOUNDATION FOR PLEASANT VALLEY
RECREATION AND PARKS**

REGULAR BOARD MEETING

MINUTES

Wednesday, June 14

5:30 P.M.

1. **CALL TO ORDER**– Meeting was called to order at 5:30pm by Chair Elaine Magner
2. **MEMBERS IN ATTENDANCE** Board Member Elaine Magner, Board Member Bev Dransfeldt, Board Member Jodie Peña, Board Member/General Manager Mary Otten

ABSENT: Board Member Julie Navarro, Board Member Janet Dixon
3. **APPROVAL OF AGENDA**- A motion was made by Board Member Mary Otten, to approve the agenda and seconded by Board Member Jodie Peña. The motion carried 4-0.
4. **PUBLIC COMMENT** – None.
5. **CONSENT AGENDA**- A motion was made by Board Member Elaine Magner to approve the Consent Agenda and seconded by Board Member Jodie Peña. The motion carried 4-0.

A. Minutes for Board Meeting – May 10, 2023

B. Financial Report

6. NEW ITEMS – DISCUSSION/ACTION

A. Blenders Fundraiser Sales

- i. Raised \$103.93.

B. Party for the Parks Planning- September 9, 2023

- i. Reviewed budget
- ii. Catering
 - a. Reviewed quote and menu from Bruce’s BBQ.
- iii. Bar/Bartenders
 - a. 2 bartenders secured and will need to apply for ABC license.
- iv. Entertainment/ Live Band
 - a. Reviewed cost from Caught Red Handed. Board Member Jodie Peña said she will reach out to the band Mini-Driver.
- v. Sponsorships & Donations
 - a. Event Sponsor: Visit Camarillo.
 - b. In-Kind Donors
 - Dessert Sponsors: Nothing Bundt Cakes, Ubatuba
 - Coffee Sponsor: Board Member Elaine Magner to reach out to Peet’s.

- Bar Sponsor: 2 cases of wine donated by VC Foundation.
- Prize Giveaways: items under \$250.
- Silent auction: items valued over \$250.

vi. Invites

- a. Invites to be sent to community partners and local dignitaries (no comp tickets).

vii. Marketing

- a. Email blasts
- b. CLU Center for Nonprofits Monthly Newsletter – in their July & August events
- c. West Ventura County Business Alliance – linked in their last announcement.
- d. AFP – Association of Fundraising Professionals Santa Barbara / Ventura Counties Chapter – Foundation information handout is on their project page.

C. Rummage Sale Shift Reminder for June 17, 2023

- 5am-12pm Staff Member Kaleen Gage & Board Member Mary Otten
- 5am-6am: Chair Elaine Magner for set-up
- 9am-11am: Board Member Jodie Peña

D. Branded Tablecloths

Board to discuss for approval on purchasing tablecloths and runner.

- i. Reviewed quotes from Sir Speedy, FASTSIGNS and Coastal Embroidery. All quotes were within same price range so board decided to let staff member Kaleen Gage select the preferred company.
- ii. Standard colored tablecloth costs reviewed with a selection of Option 1 (2 tablecloths).

E. Dedications

Board discussed dedication guidelines. A motion was made by Board Member Bev Dransfeldt, to approve allowing “in memory of” if after preferred “in honor of” dedication language is dismissed with a year attached but no “bookends” (year of birth – year of passing). The motion was seconded by Board Member Jodie Peña. Board Member Elaine Magner abstained. The motion carried 3-1 abstain.

F. Annual Planning Meeting

Board discussed scheduling an annual planning meeting to review FY23-24 events, fundraisers, campaign goals and budget. Dates are to be sent out via email.

G. Board Member & Committee Recruitment

Board received updates on recruiting members and leads.

- i. 3 vacant board member positions remain.
- ii. Event Advisory Committee meeting next Wednesday, June 21. To join the committee no application is required.

H. Next Month’s Fundraiser

- i. July 5 at Mister Softee
- a. All day 12-10pm.
- b. 10% of total sales of the day will be donated to the Foundation.

7. ORAL COMMUNICATION-

- i. Quickbooks pricing is going up from \$472.50 to \$590.00 effective July 5, 2023.
- ii. Permit for the Nature Center Shed has been approved.

8. ADJOURNMENT- Meeting was adjourned at 7:16pm by Secretary Bev Dransfeldt.

Respectfully submitted,

Approval,

Bev Dransfeldt
Secretary

Elaine Magner
Chair

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**THE FOUNDATION FOR PLEASANT VALLEY
RECREATION AND PARKS**

REGULAR BOARD MEETING

MINUTES

Wednesday, July 12

5:30 P.M.

1. **CALL TO ORDER**– Meeting was called to order at 5:30pm by Chair Elaine Magner
2. **MEMBERS IN ATTENDANCE** Board Member Elaine Magner, Board Member Julie Navarro, Board Member Bev Dransfeldt, Board Member Jodie Peña
3. **ABSENT:** Board Member/General Manager Mary Otten, Board Member Janet Dixon
4. **APPROVAL OF AGENDA-** A motion was made by Board Member Julie Navarro, to approve the agenda and seconded by Board Member Jodie Peña. The motion carried 4-0.
5. **PUBLIC COMMENT** – None.
6. **CONSENT AGENDA-** Board Member Bev Dransfeldt pulled Item A for amendment.

A. Minutes for Board Meeting – June 14, 2023

Being amended to include “no bookends” on item e regarding dedications. This item will be brought back amended for approval at the August 12, 2023, meeting.

B. Financial Report

7. NEW ITEMS – DISCUSSION/ACTION

A. FY22-23 Financial Review

Item will be brought back to review at the August 12, 2023, meeting.

B. Fundraiser Sales

- i. Raised \$310.32 from the Rummage Sale on June 17, 2023.
- ii. There is no update yet on the total from the July 5, 2023, Mister Softee fundraiser. It was based on 10% of sales.

C. Board Member & Committee Recruitment

Item (formerly Item F) was pulled up to accommodate guests. Board received updates on recruiting members and leads. Board reviewed two applications from Ann DeMartini and Brett DeCarlo. A motion was made by Board Member Elaine Magner to approve Ann DeMartini and Brett DeCarlo as new board members and seconded by Board Member Bev Dransfeldt. The motion passed 4-0.

- i. 1 vacant board member position remains.

- ii. Event Advisory Committee meeting next Wednesday, August 19. To join the committee no application is required.

D. Party for the Parks Planning- September 9, 2023

- i. A motion was made by Board Member Julie Navarro to approve \$1,000 budget for event advisory committee for use of purchasing decorations and supplies and was seconded by Board Member Elaine Magner.
- ii. Event Advisory Committee will meet the next Wednesday, July 19, 2023, at 5:30pm in the Conference Room.
- iii. Bar
 - a. Board discussed having event advisory committee to obtain alcohol donations and the signature drinks. Board Member Brett DeCarlo said he will reach out for donations and get the specific county template from staff.
- iv. Entertainment/Live Band
 - a. Zerocks has been secured as musical entertainment for the evening.
- v. Sponsorships & Donations
 - a. Event Sponsor: Visit Camarillo.
 - b. In-Kind Donors
 - Dessert Sponsors: Nothing Bundt Cakes, Ubatuba
 - Coffee Sponsor: Board Member Jodie Peña and Board Member Julie Navarro to reach out.
 - Bar Sponsor: Board Member Brett DeCarlo to reach out to Adolfo Grill.
 - Prize Giveaways: items under \$250 will be discussed at next week's Event Committee meeting.
 - Silent auction: items valued over \$250 will be discussed at next week's Event Committee meeting.
- vi. Ticket Sales
 - a. 3 tickets sold.
 - b. 1 table is reserved for Visit Camarillo.
 - c. Invitation to go out tomorrow.

E. Dedications

Board to review updated dedication guidelines at the August 12, 2023, board meeting.

F. Annual Planning Meeting

Board scheduled an annual planning meeting to review FY23-24 events, fundraisers, campaign goals, and budgets.

- i. 8:30am – 12:00pm on September 16, 2023

G. Next Month's Fundraiser

- i. August 2 at Loru's Café
 - a. All day 8am-8pm.
 - b. 30% of total sales of the day will be donated to the Foundation.

8. ORAL COMMUNICATION-

- A. Event Advisory Committee meeting will be on August 19, 2023, at 5:30pm in the conference room.

9. ADJOURNMENT- Meeting was adjourned at 6:44pm by Chair Elaine Magner.

Respectfully submitted,

**Bev Dransfeldt
Secretary**

Approval,

**Elaine Magner
Chair**

Management Report

Foundation for Pleasant Valley Recreation and Parks
For the period ended July 31, 2023



Prepared on
August 4, 2023

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Statement of Activity Detail

July 2023

Date	Transaction Type	Num	Name	Memo/Description	Split	Amount	Balance
Ordinary Revenue/Expenditures							
Revenue							
Contributed income							
Fundraiser							
Party for the Parks							
07/19/2023	Deposit		Bloomerang	Tickets Party for the Parks 2023	VCCU Checking	249.49	249.49
07/20/2023	Deposit		Bloomerang	Tickets Party for the Parks 2023	VCCU Checking	242.45	491.94
Total for Party for the Parks						\$491.94	
Restaurant Fundraiser							
07/05/2023	Deposit		Blenders in the Grass	Restaurant Fundraiser	VCCU Checking	103.93	103.93
Total for Restaurant Fundraiser						\$103.93	
Total for Fundraiser						\$595.87	
Total for Contributed income						\$595.87	
Services							
07/14/2023	Pledge	1021	Visit Camarillo	Party for the Parks 2023 (A/R)	Accounts Receivable (A/R)	7,500.00	7,500.00
Total for Services						\$7,500.00	

Date	Transaction Type	Num	Name	Memo/Description	Split	Amount	Balance
Total for Revenue							\$8,095.87
Expenditures							
Office expenses							
Memberships & subscriptions							
07/05/2023	Expenditure		Intuit QuickBooks	Quickbooks Annual Fee	VCCU Checking	590.00	590.00
Total for Memberships & subscriptions							\$590.00
Total for Office expenses							\$590.00
QuickBooks Payments Fees							
07/03/2023	Expenditure		QuickBooks Payments	Quickbooks Processing Fees	VCCU Checking	55.06	55.06
Total for QuickBooks Payments Fees							\$55.06
Supplies							
Supplies & materials							
07/11/2023	Expenditure		Amazon	Tablecloth	VCCU Checking	30.43	30.43
07/14/2023	Expenditure		Amazon	Tablecloths	VCCU Checking	53.00	83.43
07/14/2023	Deposit		Amazon	Tablecloth Return	VCCU Checking	-30.43	53.00
07/16/2023	Expenditure		Coastal Embroidery	Table Runners	VCCU Checking	137.28	190.28
Total for Supplies & materials							\$190.28
Total for Supplies							\$190.28

Date	Transaction Type	Num	Name	Memo/Description	Split	Amount	Balance
Uncategorized Expense							
Dedication							
Tree							
07/17/2023	Expenditure		Pleasant Valley Recreation & Parks District	Tree Reimbursement	VCCU Checking	619.90	619.90
Total for Tree						\$619.90	
Total for Dedication							
Fundraiser						\$619.90	
Party for the Parks							
07/03/2023	Expenditure		Tim Young	Band Deposit Party for the Parks 2023	VCCU Checking	450.00	450.00
07/11/2023	Expenditure		Zazzle	Party for the Parks 2023 Invites	VCCU Checking	167.73	617.73
07/12/2023	Expenditure		Zazzle	Party for the Parks 2023 Invites	VCCU Checking	157.00	774.73
07/14/2023	Deposit		Zazzle	Party for the Parks 2023 Invites Refund	VCCU Checking	-167.73	607.00
07/18/2023	Expenditure		Affordable Tables and Chairs	Furniture Rentals Deposit Party for the Parks 2023	VCCU Checking	949.00	1,556.00
07/28/2023	Expenditure		USPS	Postage for Invites Party for the Parks 2023	VCCU Checking	39.60	1,595.60
07/31/2023	Expenditure		Amazon	Table Runners for Party for the Parks 2023	VCCU Checking	53.61	1,649.21
Total for Party for the Parks						\$1,649.21	

Date	Transaction Type	Num	Name	Memo/Description	Split	Amount	Balance
Total for Fundraiser							\$1,649.21
Projects							
Camarillo Grove Nature Education Classroom							
			Ventura County Environmental Health Division	Education Center Setback fee	VCCU Checking	117.00	117.00
07/05/2023	Expenditure						
Total for Camarillo Grove Nature Education Classroom							\$117.00
Total for Projects							\$117.00
Total for Uncategorized Expense							\$2,386.11
Total for Expenditures							\$3,221.45
Net Ordinary Revenue							\$4,874.42
Other Revenue/Expenditure							
Other Revenue							
Interest Earned							
07/01/2023	Deposit		VCCU	Dividend Deposit Tiered Rate % APY Earned 0.90%	VCCU Money Market	51.04	51.04
07/01/2023	Deposit		VCCU	Dividend Deposit Tiered Rate % APY Earned 0.10%	VCCU Savings	1.89	52.93
Total for Interest Earned							\$52.93

Date	Transaction Type	Num	Name	Memo/Description	Split	Amount	Balance
	Total for Other Revenue					\$52.93	
	Net Other Revenue					\$52.93	
	Net Revenue					\$4,927.35	

Statement of Financial Position

As of July 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
Business Checking	1,867.91
VCCU Checking	4,059.48
VCCU Money Market	90,051.04
VCCU Savings	106.89
Total Bank Accounts	96,085.32
Accounts Receivable	
Accounts Receivable (A/R)	7,500.00
Total Accounts Receivable	7,500.00
Total Current Assets	103,585.32
Fixed Assets	
Improvements	
Camarillo Grove Nature Education Classroom	18,562.66
Total Improvements	18,562.66
Total Fixed Assets	18,562.66
TOTAL ASSETS	\$122,147.98
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening balance equity	100,519.45
Retained Earnings	16,701.18
Net Revenue	4,927.35
Total Equity	122,147.98
TOTAL LIABILITIES AND EQUITY	\$122,147.98

Management Report

Foundation for Pleasant Valley Recreation and Parks
For the period ended June 30, 2023



Prepared on
July 6, 2023

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Statement of Activity

July 2022 - June 2023

	Total
REVENUE	
Contributed income	
Amazon Smile	18.29
Fundraiser	60.00
Party for the Parks	7,816.17
Poker for the Parks Tournament	-937.50
Pup Pics for the Parks	396.11
Restaurant Fundraiser	782.87
Rummage Sale	273.47
Wonderland of Wreaths	3,615.12
Total Fundraiser	12,006.24
Grants	998.25
In-Kind Donation	134.24
Total Contributed income	13,157.02
QuickBooks Payments Sales	706.38
Sales	
Dedications	
Bench	16,790.00
Tree	3,797.00
Total Dedications	20,587.00
Total Sales	20,587.00
Sales of Product Income	38.00
Services	505.00
Total Revenue	34,993.40
GROSS PROFIT	34,993.40
EXPENDITURES	
Contract & professional fees	
Legal fees	
CA Department of Justice	55.00
Total Legal fees	55.00
Total Contract & professional fees	55.00
Office expenses	
Memberships & subscriptions	725.00
Office supplies	255.69
Printing & photocopying	391.02
Software & apps	
Bloomerang	1,717.02
QuickBooks	663.30
Wix	270.00
Total Software & apps	2,650.32
Total Office expenses	4,022.03
QuickBooks Payments Fees	129.14
Uncategorized Expense	0.05

	Total
Dedication	
Bench	7,713.83
Tree	55.00
Total Dedication	7,768.83
Fundraiser	
Party for the Parks	5,634.00
Wonderland of Wreaths	16.09
Total Fundraiser	5,650.09
Projects	
Camarillo Grove Nature Education Classroom	6,766.88
Total Projects	6,766.88
Total Uncategorized Expense	20,185.85
Total Expenditures	24,392.02
NET OPERATING REVENUE	10,601.38
OTHER REVENUE	
Interest Earned	4.53
Total Other Revenue	4.53
NET OTHER REVENUE	4.53
NET REVENUE	\$10,605.91

Statement of Financial Position

As of June 30, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
Business Checking	1,867.91
VCCU Checking	4,795.06
VCCU Money Market	90,000.00
VCCU Savings	105.00
Total Bank Accounts	96,767.97
Accounts Receivable	
Accounts Receivable (A/R)	1,890.00
Total Accounts Receivable	1,890.00
Other Current Assets	
Payments to deposit	706.00
Total Other Current Assets	706.00
Total Current Assets	99,363.97
Fixed Assets	
Improvements	
Camarillo Grove Nature Education Classroom	18,562.66
Total Improvements	18,562.66
Total Fixed Assets	18,562.66
TOTAL ASSETS	\$117,926.63
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening balance equity	100,519.45
Retained Earnings	6,801.27
Net Revenue	10,605.91
Total Equity	117,926.63
TOTAL LIABILITIES AND EQUITY	\$117,926.63



FOUNDATION
for Pleasant Valley
Recreation & Parks

Jodie Pena
Board Member

Magnetic Name Tag

Cost: \$10.95 plus tax

Estimate: \$14-15 per name tag
from Mark-It Place



FOUNDATION
for Pleasant Valley
Recreation & Parks

Brett DeCarlo
Board Member



FOUNDATION
for Pleasant Valley
Recreation & Parks

Ann DeMartini
Board Member

DEDICATIONS

The Foundation supports the District with offering **bench, tree, and brick dedications**. Dedications help enhance and strengthen the quality of life within our community parks. A percentage of dedication sales are donated to the Foundation, which in turn, goes back into the Camarillo community to enhance park amenities and programs.

If you are wishing to commemorate an anniversary, honor a loved one, celebrate a new birth, or improve your community, we hope that you will consider one of these valuable options for your contribution and give a lasting gift to the entire community.

DEDICATION MAINTENANCE/CARE

- District staff will perform routine maintenance, but cannot guarantee the future condition of the dedication.
- The District will make every effort to repair vandalized dedications. If damage is irreparable, the District has the right to remove and/or relocated the dedication.
- **If damage to engraved bench boards, the District will replace the damaged board once at no cost????**
- If a tree dies within the first year of being planted, the District will replace it once at no cost to the donor.

RESTRICTIONS

- Donors may request a park location to place the dedication, but it is not guaranteed based on the site, available space, soil, etc.
- Flowers and other memorabilia are not allowed to be left on or near dedication. If found, they will be removed.

PURCHASE A DEDICATION

1. Complete the form at pvrpfoundation.org
2. A representative will contact you to review and schedule a site visit at the location of choice and/or approved location prior to purchasing.



Create a lasting memory!





BENCHES

Benches offer a great place to sit and observe nature or a gather with friends, family, or members of the community. Benches benefit park visitors and create a lasting impression on everyone's heart.

Benches are made from durable recycled plastic made to last a lifetime of 50 years, but due to the high use in public parks there is no guarantee damage or vandalism will occur. Refer to page 3 for maintenance/care.

SPECS

Dimensions: 72" L x 25" W x 32" H

Frame Color: Black

Board Color: Brown/Cedar

Messages: Engraved in black with a high-gloss inlay

ENGRAVING

- Verbiage will be reviewed and approved prior to completing the bench order.
- Messages are to be uplifting and positive.
 - A quote or favorite saying.
 - We ask for you to consider using "In Honor of" as the perfect way to celebrate one's life, recognition, or memory.
- Messages are to respect privacy of the honoree.
 - No use of donor's name.
 - No bookends of dates (honoree's birth/death years).
 - Military service.
 - Degrees or honors.
- 32 characters max per board (includes spaces and commas).

COST

Engraving	Price
No Engraving	\$1550
One Board Engraved	\$1650
Two Boards Engraved	\$1780
Three Boards Engraved	\$1890

TREES

Trees can create refreshing urban forests that our parks offer to local residents. We invite you to consider adding to our leafy collection with purchasing a tree dedication. Each tree is a gift to our community that enriches the natural environment, offering shade and beauty.



SPECS

There is no specific tree height per each gallon size. Trees are based on availability.

TREES

There is no specific list of tree types. Trees are selected based on the park, location, needs, and tree availability.

The Districts park professionals will review the appropriate tree type(s) during a scheduled site visit/walk with the donor.

COST

Size	Price
15" Gallon	\$300
24" Gallon	\$600

PLAQUES

- Plaques, signs, or tags are not included and cannot be additionally purchased or placed by the donor.