



Board of Directors Meeting

October 19, 2020

MINUTES

I. WELCOME /CALL TO ORDER

NOTE: MEETING CONDUCTED VIA ZOOM

Meeting Called to order at 6:07PM by President Antonette

Board: Ron Antonette, Mark Hardison, Kathy Fishkin, Lillian Parker, Trina Schoonmaker & David Zanatta

Staff: Trinka Rowsell - Executive Director, Randy Zarn – Administrative Assistant

Guest: PRM Director Brent Dennis

Excused: None

Absent: None

II. WARM UP

A. Describe your impression of the Long Beach Gives Campaign

Consensus from discussion was that direct contact, email to friends and family, along with personal follow up, rather than exclusive use of social media was the most effective way to obtain donations. In addition, the solicitation of donors should occur earlier for the 2021 campaign.

III. ADMINISTRATIVE BUSINESS - Approval of Consent Agenda

A. Approval of Minutes – Regular Meeting September 21, 2020

Motion was made and seconded to approve item A from Consent Agenda (Zanatta, Parker) 6-0

IV. PRM DIRECTOR UPDATE

PRM Director Brent Dennis provided the Board with a summary of department activities, programs, & projects.

Development of Citywide Memorial Bench Master Plan that will illustrate potential donor opportunities for memorial benches in all parks, marinas, and beach areas. A potential new cheaper bench design will also be considered, along with resurrection of Donate a Tree program. POP is supporting two intern positions to complete this project by Spring 2021

El Dorado Frontier was approved to offer a retail based pumpkin patch this season in El Dorado regional Park

Memorial Trees (3) were planted in Los Cerritos Park for the Awaida family who were tragically killed during Halloween 2019

Cares Act Funding approved to support Mobile Recess Program began providing prepared arts & craft kits, other recreation activities at various locations throughout Long Beach

Outdoor Playgrounds and Fitness Equipment were reopened in all city parks effective October 5th with changes to COVID-19 Health Order

Entry fees into El Dorado regional Park were increased by \$1/daily fee & \$5/annual passes by City Council action

PRM Commission added two new members Bob Livingstone & Herlinda Chico

V. POP LB GIVES CAMPAIGN RECAP

Executive Director Rowsell provided an update on POP's participation in the Long Beach Gives Campaign

A total of \$10,773 which includes a match of \$4,500 was received from 67 donations and 57 donors. LB Gives campaign matching dollars are pending less campaign fees of approximately 5.5%. Final reconciliation should occur by November 1st

VI. MUNICIPAL BAND / LARRY CURTIS VIRTUAL TRIBUTE CONCERT

Administrative Assistant Zarn reported that no action has been taken from the family or Friends of Municipal Band group regarding this event. Friends of Municipal Band Group is interested in partnering with POP on whatever event is ultimately planned.

Per PRM Director: funding was allocated within city budget for Summer Concerts in 2021, if permitted by COVID-19 Health order. Format for future concerts may change depending on the City RFP process to be conducted which could change, location, number of concerts, music genre, etc.

VII EXECUTIVE DIRECTOR REPORT

Executive Director Rowsell reported on the following:

QuickBooks is reconciled through August 31, 2020

Distributed POP Balance sheet Summary as of September 30, 2020 to Board

Executive Director Rowsell attended Chamber Women's Business Council Virtual Network Event 9/23/20

Executive Director Rowsell met with Collins Neighborhood Association regarding partnerships & upcoming events 9/23/20

Executive Director Rowsell attended Bi-monthly meeting via conference call with PRM 10/7/20

Executive Director Rowsell noted that the Board would need to identify a new donation purpose since we are unable to currently expend scholarship monies

Executive Director Rowsell announced that an addition of a tab for legacy giving and relocation of donate button to the POP website

Executive Director Rowsell confirmed a \$50,000 allocation for POP Executive Director salary was included in the 2020-21 budget

Executive Director Rowsell plans to present a Racism & Discrimination Policy for future POP Board adoption

VIII. CONFIRM NEXT BOARD MEETING DATE

The next POP Board of Director's Meeting will be held November 16, 2020 6:00PM – @ TBD

IX. FINAL ANNOUNCEMENTS & ADJOURNMENT

Meeting adjourned @ 7:44 PM by President Antonette

Respectfully Submitted:
Mark Hardison POP Secretary 11/09/20