

# SAN BRUNO

## Community Foundation

### *Board of Directors*

Nancy A. Kraus, *President* • Frank Hedley, *Vice President* • Emily Roberts, *Secretary* • Ben Cohn, *Treasurer*  
Patricia Bohm • John P. McGlothlin • Regina Stanback Stroud  
Leslie Hatamiya, *Executive Director*

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## AGENDA

### SAN BRUNO COMMUNITY FOUNDATION

### Regular Meeting of the Board of Directors

**March 2, 2016**  
**7:00 p.m.**

**Meeting Location:**  
**San Bruno Senior Center, 1555 Crystal Springs Road, San Bruno**

In compliance with the Americans with Disabilities Act, individuals requiring reasonable accommodations or appropriate alternative formats for notices, agendas, and records for this meeting should notify us 48 hours prior to meeting. Please call the City Clerk's Office at 650-616-7058.

**1. Call to Order/Welcome**

**2. Roll Call**

**3. Approval of Minutes:** February 3, 2016, Special Board Meeting, and the February 3, 2016, Regular Board Meeting

**4. Board Member Comments**

- a. President
- b. Others

**5. Executive Director's Report**

**6. Consent Calendar:** All items are considered routine or implement an earlier Board action and may be enacted by one motion; there will be no separate discussion unless requested by a Board Member or staff.

- a. Adopt Resolution Approving Directors and Officers Liability Insurance Policy from Philadelphia Insurance Companies for an Amount Not to Exceed \$13,878
- b. Receive and Approve Treasurer's Report (January 2016 Financial Statements)

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### 7. Conduct of Business

- a. Receive Report of Ad Hoc Committee on Investment Management Strategy and Adopt Resolution Authorizing Executive Director Leslie Hatamiya to Execute a Contract with Sand Hill Global Advisors for Investment Management Services
- b. Receive Report from Audit Committee Regarding Preparations for 2015-2016 Audit
- c. Receive Report from Ad Hoc Committee on Foundation Program Development Regarding Crestmoor Neighborhood Memorial Scholarship Program
- d. Receive Report from the Ad Hoc Committee on Program Strategy Development Regarding Proposals to the San Bruno City Council Related to Four Near-Term Projects
- e. Discuss Efforts to Enhance Communication with the San Bruno Community, Including Launch of the Foundation Website, Regular Email Newsletters, and Board Meeting Arrangements such as Other Meeting Venues and Videotaping or Televising of Board Meetings

- 8. Public Comment:** Individuals are allowed three minutes, groups in attendance, five minutes. If you are unable to remain at the meeting, contact the President to request that the Board consider your comments earlier. It is the Board's policy to refer matters raised in this forum to staff for research and/or action where appropriate. The Brown Act prohibits the Board from discussing or acting upon any matter not agendaized pursuant to State Law.

### 9. Adjourn

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## MINUTES

### SAN BRUNO COMMUNITY FOUNDATION

### Special Meeting of the Board of Directors

**February 3, 2016**

**6:00 p.m.**

#### **Meeting Location:**

**San Bruno Senior Center Library, 1555 Crystal Springs Road, San Bruno**

- 1. Call to Order/Welcome:** President Kraus called the meeting to order at 6:03 p.m.
- 2. Roll Call:** Board Members Kraus, Hedley, Cohn, Roberts, Bohm, McGlothlin, and Stanback Stroud present.
- 3. Public Comment:** None.
- 4. Closed Session:** Public Employee Performance Evaluation Pursuant to Government Code section 54957: Executive Director

There was no reportable action.

- 5. Adjourn:** President Kraus moved to adjourn the meeting at 6:38 p.m., seconded by Secretary Roberts, approved unanimously.

Respectfully submitted for approval at the Regular Board Meeting of March 2, 2016, by Secretary Emily Roberts and President Nancy Kraus.

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Emily Roberts, Secretary

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Nancy Kraus, President

# SAN BRUNO

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## MINUTES

### SAN BRUNO COMMUNITY FOUNDATION

#### Regular Meeting of the Board of Directors

**February 3, 2016**

**7:00 p.m.**

#### **Meeting Location:**

**San Bruno Senior Center, 1555 Crystal Springs Road, San Bruno**

1. **Call to Order/Welcome:** President Nancy Kraus called the meeting to order at 7:00 p.m.
2. **Roll Call:** Board Members Kraus, Hedley, Cohn, Roberts, Bohm, McGlothlin, and Stanback Stroud present.
3. **Approval of Minutes:** January 6, 2016, Special Board Meeting, and the January 6, 2016, Regular Board Meeting: Board Member Stanback Stroud moved to approve the minutes of the January 6, 2016, Special and Regular Board Meetings, seconded by Board Member McGlothlin, approved unanimously.
4. **Board Member Comments**
  - a. **President:** President Kraus acknowledged Executive Director Hatamiya's one-year anniversary with the Foundation and applauded her leadership over the past year.
  - b. **Others:** Vice President Hedley commended Executive Director Hatamiya. Board Member McGlothlin announced that there would be an Audit Committee meeting on February 4, 2016, at City Hall, at 4:00 p.m. He also reported on the meeting the City of San Bruno held with members of the Crestmoor neighborhood regarding the Trust Fund the previous evening to receive community input on the park that is being developed in the neighborhood. He said he was pleased with the turnout and the level of community participation. He expressed his concern that whatever the City builds must be supported by adequate maintenance over the long term. Note: President Kraus emphasized for the Board and the public that the meeting Director McGlothlin referenced was related to the Trust Fund and not to the Foundation fund.
5. **Executive Director's Report:** Executive Director Hatamiya announced that the Foundation office now has a landline phone via San Bruno Cable and that the number is 650-763-0775. She reported that with increasing information technology needs, she has

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hired Shake Technologies, a San Francisco-based IT consulting firm that works primarily with social justice and other nonprofit organizations, to assist with three initial projects (creating an online application for the Scholarship Program, helping transition a new website to the [www.sbcf.org](http://www.sbcf.org) domain name, and setting up Google Apps to transition the Foundation email to Gmail using @sbcf.org). Assuming this initial engagement goes well, she said she envisions continuing a relationship with ShakeTech to assist with other IT needs. She reported that she has signed the Foundation up for a professional subscription with FormAssembly, the software tool the Foundation is using to build its online scholarship and grant applications (about \$510 for one year). She also reported that she successfully applied for Salesforce.org's Power of Us Program for nonprofits and educational institutions, so the Foundation has 10 free Salesforce licenses, which will be used to create the back-end database capturing the Foundation's scholarship and grant applications. She announced the impending launch of the Foundation's own website at [www.sbcf.org](http://www.sbcf.org). Finally, she reported that, as the Foundation transitions to the new website and new URL, she is also working with ShakeTech to set up email accounts using Gmail for the Foundation staff, Board, and programs with the @sbcf.org domain name. She said she has successfully signed up for the Google for Nonprofits, and through that program the Foundation's application for Google Apps for Nonprofits was approved.

## **6. Consent Calendar**

- a. Receive and Approve Treasurer's Report (December 2015 Financial Statements)

Vice President Hedley moved to accept the Consent Calendar as presented, seconded by Board Member Stanback Stroud, approved unanimously.

## **7. Conduct of Business**

- a. Receive Report of Ad Hoc Committee on Investment Management Strategy Regarding Request for Proposals for Investment Management Services

Treasurer Ben Cohn, who also serves as chair of the Ad Hoc Committee on Investment Management Strategy, reported on the selection process for an investment firm. He reported that the Foundation issued a Request for Proposals (RFP) for Investment Management Services on January 7 and received 17 proposals in response. He reported that the Committee is in the process of reviewing the proposals and intends to come before the full Board on March 2 with a recommendation.

- b. Receive Report from Ad Hoc Committee on Foundation Program Development and Adopt Resolution Creating Crestmoor Neighborhood Memorial Scholarship Program and Approving 2016 Program Budget

Committee Chair Pat Bohm presented the report from the Ad Hoc Committee on Foundation Program Development, including, for Board approval, the Committee's proposal to launch the Crestmoor Neighborhood Memorial Scholarship Program, with a budget of \$100,000 for 2016. She said the program would be a living tribute to the Crestmoor neighborhood through an

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investment in San Bruno's next generation of leaders. She outlined the three categories of scholarship awards, as explained in the Program Description. She reviewed the eligibility requirements (live in San Bruno or attend a high school or community college in San Bruno; plan to enroll in the fall as a first-year student at an accredited four-year college or community college or as a transfer student at an accredited four-year college; and complete FAFSA (or Dream Act financial aid application)) and criteria (demonstrated commitment to the San Bruno community; financial need; leadership, teamwork, collaboration; extracurricular activities; and academic record). She emphasized that the Committee deliberated extensively on the residency requirement, ultimately embracing a broad definition of the "San Bruno community" to include students who attend school in San Bruno as well as those who live in the city. She explained that this inclusive view of community reflects the City Council's creation of the Foundation's Board of Directors and the Board's thoughtful 2014 mission and vision statement discussions. She also reviewed the application components, selection process, and timeline.

Vice President Hedley asked for clarification on who will be making the final selection of scholarship winners. Chair Bohm clarified that the selection panel, not the executive director, would make the final decision.

Board Member Stanback Stroud asked how an applicant's academic record will be factored into the decision-making process. She suggested downplaying the importance of SAT/ACT scores, which have been considered to be culturally biased. Committee Member Roberts thanked Board Member Stanback Stroud for her comments and agreed with the idea of inclusive eligibility. Board Member Stanback Stroud commended the broad thinking of who can apply and referenced the 10,000 Skyline students who come to San Bruno to attend college.

Several members of the public also commented on the scholarship proposal. David Nigel expressed his enthusiasm for the program and said he has seen how students, and not just those with the best grades, have benefited from scholarships. Sandra Decker said she was glad to see the creation of the scholarship program and echoed Board Member Stanback Stroud's concerns about the use of SAT scores in evaluating applicants. Ray Levinson asked whether investment income would be used to support the program and encouraged increased funding for the program in the future.

Board Member McGlothlin expressed his view that academics should be an important part of the criteria because if a student has worked hard for good grades, that should count as a positive for that student's application.

Board Member Bohm moved to adopt the resolution creating the Crestmoor Neighborhood Memorial Scholarship Program and approving 2016 program budget, seconded by Regina Stanback Stroud, passed unanimously.

- c. Receive Report from the Ad Hoc Committee on Program Strategy Development Regarding Proposals to the San Bruno City Council Related to (1) San Bruno's Community Facilities Vision Plan, (2) Community Day Sponsorship, (3) Lighted Crosswalks and Other Pedestrian Safety Measures in the Bayhill and Downtown Areas, and (4) Development of a New Community Park at 324 Florida Avenue

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President Kraus, as chair of the Ad Hoc Committee on Program Strategy Development, reported on the four near-term project proposals (totaling \$700,000) that the Foundation presented to the City Council by letter on January 7. She reported that the City Council considered the Foundation's proposals at its January 26 meeting, which included a report from Executive Director Hatamiya and a recommendation for the Council's response from City Manager Connie Jackson. She said the Mayor and Councilmembers expressed enthusiasm about this initial set of projects and in seeing the community begin to benefit from the restitution funds.

She then outlined the City Council's actions in response to the Foundation's proposals: (1) Mayor Ruane appointed a subcommittee of himself and Councilmember Irene O'Connell to develop comprehensive responses to the Foundations proposals, attentive to the proposals being time sensitive for the community to reap the benefits in 2016; (2) the Council agreed to move forward with the Community Facilities Vision Plan pre-planning process with Anderson Brule Architects and to have the above-mentioned Council subcommittee participate in the pre-planning meetings along with the Foundation's Program Strategy Development Committee and city staff; the Council supported the Foundation's grant proposal for \$30,000 for a Community Day event, in conjunction with the Posy Parade if a partnership with the Lions Club can be worked out. She reported that the Foundation's project proposals to support a new park at 324 Florida Avenue with a \$200,000 grant award and a grant of \$170,000 toward pedestrian safety are among the considerations to be addressed by the Council subcommittee in collaboration with City staff, the Foundation's subcommittee on program strategy development, and the relevant City commissions and committees.

**8. Public Comment:** David Nigel, who serves on the Parks and Recreation Commission, stated he was pleased to hear Board Member McGlothlin's report on the Crestmoor Neighborhood Trust Fund meeting. He also wanted to let the Board know that some of the community members who attended the Foundation's January Board meeting and spoke about the proposed park at 324 Florida Avenue also attended one of the Parks and Recreation Commission meetings and shared their concerns.

**9. Adjourn:** Board Member Stanback Stroud moved to adjourn the meeting at 7:50 pm, seconded by Board Member McGlothlin, approved unanimously.

Respectfully submitted for approval at the Regular Board Meeting of March 2, 2016, by Secretary Emily Roberts and President Nancy Kraus.

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Emily Roberts, Secretary

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Nancy Kraus, President

# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** February 26, 2016

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Executive Director's Report

Since the February 3, 2016, special Board meeting, I have continued to focus on supporting the committees charged with selecting the investment adviser, overseeing the audit process, partnering with the City on near-term projects, and developing the scholarship program, all of which will be covered during the business portion of the March 2, 2016, regular Board meeting.

Related to this work, I have also handled a variety of administrative matters, including the following:

1. Insurance Policy Renewals

On March 19, 2015, the Board approved the purchase of a workers compensation insurance policy from State Compensation Insurance Fund and a package policy including commercial general liability, property, and auto insurance coverage from Philadelphia Insurance Companies. Both policies expire on March 21, 2016.

As background, CGL insurance provides protection for a wide range of acts or offenses that result in bodily injury, property damage, personal and advertising injury said to be caused by the Foundation or a Foundation employee. Property insurance provides coverage for the physical assets the Foundation owns or leases such as office space, equipment, and furniture. Non-owned hired auto liability insurance protects the Foundation from third-party claims for bodily injury and property damage caused by employees and volunteers driving personal autos or vehicles leased by the Foundation.

Workers' compensation provides benefits to employees who are injured or become ill during the course of or due to employment. In California, every employer is required by law to carry insurance to cover the cost of occupational injuries and illnesses. In addition, our office lease requires proof of workers' compensation liability coverage of at least \$1,000,000.

I requested that our insurance broker at CalNonprofits Insurance Services seek renewal proposals for both policies. Both insurance companies offered quotes with the same coverage with minimal (about 2.5%) increases in premiums.



# SAN BRUNO

## Community Foundation

### Memorandum

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The Philadelphia package policy coverage remains the same as last year:

- General Liability Per Occurrence Limit: \$1,000,000
- General Liability Aggregate Limit: \$2,000,000
- Products/Completed Operations Aggregate Limit: \$2,000,000
- Personal & Advertising Injury Limit: \$1,000,000
- Medical Payments Limit: \$30,000
- Damages to Premises Rented Limit: \$1,000,000
- Non-Owned Hired Auto Liability Limit: \$1,000,000

The quoted premium is \$998, a 2.5% increase from last year's premium of \$974.

The State Fund proposal offers an employer's liability limit of \$1,000,000 (same as last year) and has an estimated annual premium of \$1,880 including fees and taxes (up 2.4% from \$1,836 last year). The premium is estimated because State Fund's pricing is based on the size of payroll (which is reported semi-annually), the classifications for each employee, and the individual risk characteristics of the business. The premium could change if our payroll changes (*i.e.*, we hire additional employees) before the policy term ends.

Because these policies are straight renewals – same coverage, same insurance companies – with minimal price increases, under my contract authority as executive director, I am in the process of authorizing renewal of both policies, which will take effect on March 21, 2016.

A third insurance policy – the Foundation's directors and officers liability insurance (D&O) – will also expire on March 21. Since this policy provides coverage for damages resulting from the wrongful acts of the directors, officers, managers, and the Foundation as an entity, and because we are seeking to add a fiduciary liability rider to the policy now that the Foundation has established a retirement plan, I am seeking Board approval for renewal of the D&O policy, which will appear in the Consent Calendar at the March 2, 2016, Board meeting.

## 2. Investment Consultant

As you know, since last summer Mark Hayes, Ph.D., a former managing director of the Stanford Management Company, the investing arm that manages Stanford University's endowment portfolio, has been providing pro bono advice to me and the Board on issues related to quasi-endowment scenarios. When Mark originally agreed to help us pro bono last summer, the expectation was that it was a short-term arrangement, while he was taking a short break from work and considering full-time options. Since he had not yet taken on a new full-time job, I asked him to continue to work with us, advising me and the Ad Hoc Committee on Investment Strategy as we prepared the Request for

# SAN BRUNO

## Community Foundation

### Memorandum

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Proposals (RFP) for Investment Management Services. Because he still had time to assist the Foundation at the end of January, when the RFP responses were due, he agreed to help the Committee evaluate the proposals and participate in the review process. At this point, I realized that he had taken on a bigger role with us than expected and that his support of the Committee in the important task of selecting an investment firm was absolutely critical. Because neither I nor the Committee members are investment experts, it became clear that having a consultant with that expertise was crucial for guiding us through the selection process.

As Dr. Hayes began to summarize and analyze the 17 proposals the Foundation received in response to the RFP, I conferred with President Kraus, who agreed that the time had come to compensate Dr. Hayes for the considerable time and expertise he was now devoting to the Foundation. He appreciated the offer, and we worked out a paid consulting arrangement into which I entered on behalf of the Foundation. Under my contract authority, I have retained his services to assist the Foundation in the selection of an investment management firm (including participating in the investment firm interviews) and in the development of the Foundation's investment policy statement – essentially, helping the Foundation transition to the investment firm as our primary investment adviser. Given the evolution of our relationship and his commitment to the Foundation's mission, Dr. Hayes proposed a reduced rate of \$250 per hour (35-40% lower than what he has charged other clients for consulting work). The contract caps his fees at \$10,000, although depending on how much assistance we will need from him during the investment policy statement drafting stage, his fees may be closer to \$7,000. This year's budget includes \$15,000 for an investment consultant, so his fees will be well under the budgeted amount.

As the Committee members will attest, Dr. Hayes' role preparing for and participating in the investment firm interviews was invaluable and allowed the Committee to stay on its aggressive timeline and be confident in its recommendation to the Board.

### 3. IT Consultant

As I reported in February, I retained the services of Shake Technologies, a San Francisco-based IT consulting firm that works primarily with social justice and other nonprofit organizations, to assist with three initial projects:

- Create the online application for the Scholarship Program
- Help transition a new website to the [www.sbcf.org](http://www.sbcf.org) domain name
- Set up Google Apps to transition the Foundation email to Gmail using [@sbcf.org](mailto:@sbcf.org)

ShakeTech did a tremendous job getting the Foundation's scholarship application online by the program launch on February 11. The firm also provided assistance in transitioning the Foundation's new website to the [www.sbcf.org](http://www.sbcf.org) domain name for launch on the same day as the Scholarship Program. The firm has also set up new [@sbcf.org](mailto:@sbcf.org)

# SAN BRUNO

## Community Foundation

### Memorandum

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email addresses using Gmail and Google Apps, which will enable the Foundation to transition to its own email system. We should be able to transition to the new email accounts in the next month.

The Foundation's initial engagement with ShakeTech ended as planned on February 19. I am in the process of finalizing a new contract with the firm to build upon the initial set of projects, including designing and building the Salesforce backend for the Foundation's scholarship and grant applications, building the online application for the community grants program to be launched later this year, completing the transition to @sbcf.org email for staff and Board members, configuring a more developed backup system for the Foundation's electronic files, and setting up online cloud storage for the Foundation's files. I will report back in April with the details of the Foundation's continuing relationship with ShakeTech.

# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** February 26, 2016

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Consent Calendar for the March 2, 2016, Regular Board Meeting

For the March 2, 2016, Regular Meeting of the Board of Directors of the San Bruno Community Foundation, the Consent Calendar includes two items related to administrative and operational functions of the Foundation:

1. Adopt Resolution Approving Directors and Officers Liability Insurance Policy from Philadelphia Insurance Companies for an Amount Not to Exceed \$13,878

Directors and officers liability insurance (D&O) provides coverage for damages resulting from the wrongful acts of the directors, officers, managers, and the Foundation as an entity, as well as coverage for employment-related actions.

In March 2015, the Board approved the purchase of a competitively priced D&O policy from Philadelphia Insurance Companies, which expires on March 21, 2016.

I requested our broker at CalNonprofits Insurance Services to seek a quote renewing the D&O policy, with the addition of a fiduciary liability rider to provide protection now that the Foundation had created a 403(b) retirement plan.

When I was hired to become the Foundation's first executive director, the Board offered me a contribution to a 403(b) retirement plan as part of my benefits package and in March 2015 authorized me to set up a 403(b) plan through Vanguard. In October, under my authorization as executive director, I established a (403)(b) plan arrangement with Vanguard open to SBCF employees and executed the IRS-required Retirement Savings Plan document creating the San Bruno Community Foundation Retirement Savings Plan, which the Board of Directors ratified on November 4, 2015

Although fiduciary liability insurance is not required by the Employee Retirement Income Security Act (ERISA), which regulates employee benefit plans, or any other federal statute, the benefits consultant who advised on the creation of the retirement plan strongly recommended that the Foundation add such coverage when it renewed its D&O policy. Under ERISA, fiduciaries may be held personally responsible for the mismanagement of employee benefit plans. Fiduciary liability insurance protects

# SAN BRUNO

## Community Foundation

### Memorandum

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employers' assets against fiduciary-related claims of mismanagement of a business' employee benefit plans.

The policy renewal includes similar coverage as last year, \$1,000,000 liability limits for both D&O coverage and employment practices liability, and adds \$1,000,000 in fiduciary liability coverage.

The cost for the existing D&O and employment practices liability coverage is \$12,778, a decrease of \$69 from last year's premium of \$12,847. We currently have an estimate of \$100 for the additional fiduciary liability coverage, but the underwriter has asked for additional information about the Foundation's Retirement Plan because it is brand new, so the quote is subject to change after receipt of the additional information. As a result, I am seeking approval to renew the D&O policy with the additional fiduciary liability rider for an amount not to exceed \$13,878. The additional \$1,000 above the current quote should provide sufficient cushion in the event that the quote increases and enable me to renew the policy prior to the renewal date.

I recommend the Board approve the resolution approving directors and officers liability insurance policy from Philadelphia Insurance Companies for an amount not to exceed \$13,878 as part of the Consent Calendar.

#### 2. Receive and Approve Treasurer's Report (January 2016 Financial Statements)

The January 2016 financial statements consist of a Budget Report and Balance Sheet. The attached Budget Narrative provides a thorough explanation of the financial statements. The Budget Report includes the revised budget figures approved at the October 7, 2015, Board meeting.

I recommend that the Board receive and approve the Treasurer's Report as part of the Consent Calendar.

#### Attachments:

1. Resolution Approving Directors and Officers Liability Insurance Policy from Philadelphia Insurance Companies for an Amount Not to Exceed \$13,878
2. January 2016 Financial Statements

**RESOLUTION NO. 2016-\_\_**

**RESOLUTION OF THE SAN BRUNO COMMUNITY FOUNDATION  
APPROVING DIRECTOR AND OFFICERS LIABILITY INSURANCE POLICY FROM  
PHILADELPHIA INSURANCE COMPANIES FOR AN AMOUNT NOT TO EXCEED  
\$13,878**

**WHEREAS**, directors and officers liability insurance provides coverage for damages resulting from the wrongful acts of the directors, officers, managers, and the Foundation as an entity, as well as coverage for employment-related actions;

**WHEREAS**, on March 19, 2015, the Board of Directors of the San Bruno Community Foundation authorized the purchase of a directors and officers liability insurance policy from Philadelphia Insurance Companies, which expires on March 21, 2016;

**WHEREAS**, in October 2015, Executive Director Leslie Hatamiya established a (403)(b) plan arrangement with Vanguard open to SBCF employees and executed the IRS- required Retirement Savings Plan document creating the San Bruno Community Foundation Retirement Savings Plan, which the Board Directors ratified on November 4, 2015;

**WHEREAS**, fiduciary liability insurance protects employers' assets against fiduciary-related claims of mismanagement of a business' employee benefit plans; and

**WHEREAS**, the Philadelphia Insurance Companies is offering the Foundation a renewal of the Foundation's directors and officers liability insurance policy with the addition of a fiduciary liability rider.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Directors approves the directors and officers liability insurance policy from Philadelphia Insurance Companies for an Amount Not to Exceed \$13,878.

Dated: March 2, 2016

ATTEST:

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Emily Roberts, Secretary

I, Emily Roberts, Secretary, do hereby certify that the foregoing Resolution No. 2016-\_\_ was duly and regularly passed and adopted by the Board of

Directors of the San Bruno Community Foundation on this 2<sup>nd</sup> day of March, 2016, by the following vote:

AYES:      Board members:

NOES:      Board members:

ABSENT:   Board members:

# SAN BRUNO

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## Community Foundation

January 2016

### Budget Narrative

This report primarily describes amounts in column a (Actual Year to Date) of the monthly Budget Report. When projections vary from Budget (column b), the changes will be reflected in columns d (Final Expected Amount) and e (Change in Budget), and also be explained. First seven months equal 58% of the fiscal year.

### INCOME

**Line 1 Restitution Funds** – \$206,000 received in December. Transfer of approximately \$69.5 million expected before the end of the fiscal year.

**Line 2 Interest & Investment Income** – Minimal earnings (\$19) from Wells Fargo accounts.

### EXPENSES

**Line 4 Salaries & Wages** – Executive Director continues as only employee. Revised budget anticipated additional employee as of November 1.

**Line 5 Payroll Taxes & Benefits** – Year to date costs (\$13,463) include: Social Security/Medicare (\$5,211); Workers' Compensation Insurance (\$1,071); accrued Paid Time Off (\$1,960); Retirement (\$5,104); and Life Insurance (\$117).

**Line 7 Grants & Assistance** – No grants & assistance have been awarded. \$100,000 Scholarship program has been launched. Revised budget includes \$1 million to be awarded by June 30, 2016.

**Line 8 Occupancy** – Only cost is office lease (\$909 per month).

**Line 9 Insurance** – Year to date actual (\$9,650) is for: Directors & Officers (D&O) coverage (\$7,494); crime coverage (\$1,589); and package non-profit liability coverage (\$567). These are monthly amounts that will be recorded every month regardless of when premiums are paid. A fiduciary liability rider related to retirement plan coverage will be needed when the D&O policy is renewed in March.

**Line 10 Telecommunications** – Year to date cost (\$760) includes cell phone account (\$445), and internet access (\$315). A land line account has been established and is in use, but has not yet been billed.

**Line 11 Postage & Shipping** – \$178 year to date cost is only 4.3% of budget. The budget includes cost for one city-wide mailing.

**Line 12 Marketing & Communications** – Only \$7 spent on this line item. Costs have been incurred in February to promote Scholarship program.

**Line 13 Office Supplies** – Total (\$786) includes: toner (\$410); Accounting software fees (\$202); and miscellaneous supplies (\$174).



**Line 14 Office Equipment & Furniture** – Total cost (\$1,886) includes: file cabinet (\$817); projector (\$436); stackable chairs (\$246); and table (\$202).

**Line 15 Legal Fees** – Total cost of \$17,536 for: a) internal policies regarding programs and investments (\$5,670); b) IRS classification issues and amendment to Articles of Incorporation (\$7,927); and c) reimbursements to City of San Bruno (\$3,939).

**Line 16 Auditor & Payroll Fees** – Total cost (\$7,006) includes audit (\$6,000) and payroll (\$1,006) fees. Audit fees, paid in full for the year, are \$300 less than amount budgeted.

**Line 17 Investment Consultant** – Costs are anticipated for assistance in review of proposals and developing Investment Policy.

**Line 18 Other Consultants** - Total costs (\$28,035) include \$15,224 for sample project cost modeling, \$11,056 for Accounting consultant, and \$1,715 for creation of retirement plan.

**Line 19 Travel, Meetings & Conferences** – Total cost (\$3,534) is almost entirely for Board meetings, including \$1,762 for audio recording, \$954 for Senior Center facility rent, and \$713 for City of San Bruno support staff.

**Line 20 Miscellaneous** – Cost (\$524) is for organizational membership (\$350) and various governmental filing and bank fees (\$174).

### **SUMMARY**

Two expense line items (Auditor & Payroll Fees; and Other Consultants) are over the 58% benchmark for the first seven months of the year. This report incorporates the revised budget as approved by the Board and City Council.

- Auditor & Payroll Fees are over budget by 32%. This variance exists only because audit fees have been paid in full for the year. Costs should be within budget by year-end.
- The Other Consultant variance (3%) is caused by \$15,224 expense for cost modeling. That represents nearly half the amount that was budgeted for costs other than Accounting consultant. Accounting consultant cost is also over budget as first half of the year included budget revision, audit preparation, audit and tax return review activities, and Fiscal Policies & Procedures manual updating. This variance has declined every month since July. \$4,160 has been paid to a Technology consultant in February to establish the on-line Scholarship Application and other internet based systems.

Because the revised budget includes \$1 million for estimated amount of SBCF's initial Grants & Assistance, expenses for the first seven months are only 13.4% of budget. After removing the \$1 million, year to date costs are 44.3% of budget, which is still 14% less than the benchmark for first seven months of the year. In addition to the unused budget allocation for a second employee, very little, if any, has been spent on Investment Consultant, Marketing & Communication, and Postage & Shipping.

Since inception, the organization has received \$697,031 in restitution funds from City of San Bruno. The remaining funds (approximately \$69.5 million) are being held by the City of San Bruno in custodial accounts at Wells Fargo Advisors and First National Bank in accordance with the City's investment policies, pending the Foundation's establishment of investment policies, hiring of an investment management firm, and opening of investment account(s).

# SAN BRUNO

## Community Foundation

### January 2016 2015-2016 Budget Report

	(a)	(b)	(c)	(d)	(e)
	Actual Year to Date	Budget	Actual as % of Budget (a/b)	Final Expected Amount	Change in Budget (d - b)
<b>INCOME</b>					
1 Restitution Funds	\$ 206,000	\$ 69,678,944	0.3%	\$ 69,678,944	\$ -
2 Interest & Investment Income	19	200	9.5%	200	-
3 <b>Total Income</b>	206,019	69,679,144	0.3%	69,679,144	-
<b>EXPENSES</b>					
4 Salaries & Wages	102,083	225,000	45.4%	225,000	-
5 Payroll Taxes & Benefits	13,463	38,556	34.9%	38,556	-
6 <b>Subtotal Personnel</b>	115,546	263,556	43.8%	263,556	-
7 Grants & Assistance	-	1,000,000		1,000,000	-
8 Occupancy	6,366	11,050	57.6%	11,050	-
9 Insurance	9,650	16,799	57.4%	16,799	-
10 Telecommunications	760	2,856	26.6%	2,856	-
11 Postage & Shipping	178	4,187	4.3%	4,187	-
12 Marketing & Communications	7	15,500	0.0%	15,500	-
13 Office Supplies	786	2,760	28.5%	2,760	-
14 Office Equipment & Furniture	1,886	4,300	43.9%	4,300	-
15 Legal Fees	17,536	30,000	58.5%	30,000	-
16 Auditor & Payroll Fees	7,006	7,781	90.0%	7,781	-
17 Investment Consultant	-	15,000		15,000	-
18 Other Consultants	28,035	45,750	61.3%	45,750	-
19 Travel, Meetings & Conferences	3,534	10,000	35.3%	10,000	-
20 Miscellaneous	524	3,000	17.5%	3,000	-
21 <b>Subtotal Non-Personnel</b>	76,268	1,168,983	6.5%	1,168,983	-
22 <b>Total Expenses</b>	191,814	1,432,539	13.4%	1,432,539	-
23 <b>Net Surplus/(Loss)</b>	\$ 14,205	\$ 68,246,605	0.0%	\$ 68,246,605	\$ -

# SAN BRUNO

## Community Foundation

### Statement of Financial Position as of January 31, 2016

#### ASSETS

Cash, Wells Fargo General	\$ 10,212.17	
Cash, Wells Fargo Payroll	26,329.03	
Cash, Wells Fargo Savings	160,028.41	
<b>Total Cash</b>		196,569.61
 Prepaid Rent	909.45	
Prepaid Insurance	3,084.78	
<b>Total Other Current Assets</b>		3,994.23
 Deposits	1,520.45	
<b>Total Other Assets</b>		1,520.45
<b>TOTAL ASSETS</b>		<u><u>\$ 202,084.29</u></u>

#### LIABILITIES & NET ASSETS

##### **LIABILITIES**

Accounts Payable	3,074.72	
Accrued Employee PTO	7,567.25	
<b>Total Liabilities</b>		10,641.97

##### **NET ASSETS**

Unrestricted, 7/1/2015 Balance	177,237.78	
Year to Date Net Income	14,204.54	
<b>Total Net Assets</b>		191,442.32
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>		<u><u>\$ 202,084.29</u></u>

# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** February 26, 2016

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Report from the Ad Hoc Committee on Investment Strategy and Adoption of Resolution Authorizing Executive Director Leslie Hatamiya to Execute a Contract with Sand Hill Global Advisors for Investment Management Services

In early January, the Foundation issued a Request for Proposals (RFP) for Investment Management Services, with the goal of hiring an investment management firm to manage two pools of the Foundation's investment portfolio (\$15 million quasi-endowment and approximately \$54 million in non-endowment strategic funds) and assist in the development of the Foundation's Investment Policy Statement. The RFP was developed by the Ad Hoc Committee on Investment Management Strategy, which includes Treasurer Ben Cohn, who serves as chair, Vice President Frank Hedley, and Board Member John McGlothlin.

The Foundation received 17 timely proposals in response to the RFP. With the assistance of Investment Consultant Mark Hayes, Ph.D., the Committee reviewed and analyzed the proposals and selected five firms to invite for interviews. The Committee also called references for each of the finalists. On February 23, the Committee interviewed the five firms. Dr. Hayes and I also participated in the interviews; Vice President Hedley was unable to attend the interviews due to unexpected surgery.

In evaluating the five firms the Committee considered each firm's portfolio management resources, investment philosophy, and approach; fees; experience working with clients similar to the Foundation; time, staff, and resources available to the Foundation; and overall fit.

After thoughtful deliberation, the Committee is enthusiastically recommending that the Board approve Sand Hill Global Advisors, an employee-owned investment management firm founded in 1982 and based in Palo Alto, with client assets exceeding \$1.5 billion, as the Foundation's investment adviser. In recommending Sand Hill, the Committee strongly believes that Sand Hill offers the best overall fit for the Foundation's long-term investment needs, including service, cost, independence, and understanding of the Foundation's unique situation:

# SAN BRUNO

## Community Foundation

### Memorandum

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- The Sand Hill team has demonstrated a clear understanding of the Foundation's needs and the collaborative partnership the Foundation seeks to have with its investment adviser.
- Sand Hill is well suited to provide the hands-on support that the Foundation, as a new, lean nonprofit organization, needs as it develops its investment policy statement and takes possession of the restitution funds.
- Sand Hill is offering a competitive fee structure to support a stable, long-term relationship with the Foundation.
- The Sand Hill team understands the Foundation's unique needs as the administrator of the restitution funds, its accountability to the San Bruno community, and its mission to use the restitution funds to benefit the community through investments in projects, programs, services, and facilities that have significant and lasting benefits.
- The Sand Hill team understands the objectives and challenges of the Foundation's two distinct pools of investment funds.
- Sand Hill is a SEC-registered, independent investment advisor, committed to the fiduciary standard, and thus its only interest is to provide the Foundation the best possible investment advice. Sand Hill has no financial interest in any of the investment products it recommends to its clients.

Sand Hill has provided investment advice to nonprofit institutions in the Bay Area for more than 20 years. Finalizing the relationship with Sand Hill provides the Foundation with the necessary professional support required for the Foundation to take possession of the restitution funds. Strong support from Sand Hill to manage the Foundation's capital base will allow the Foundation's Board and staff to focus on its mission serving the San Bruno community.

Sand Hill is offering the Foundation an advisory fee rate of 28 basis points (or 0.28%) on both pools of funds, with product fees in the 30-40 basis points (0.30%-0.40%) range depending on the active and passive fund managers selected for the Foundation's portfolio. Sand Hill's advisory fees are all-inclusive, and Sand Hill has committed to maintaining the 0.28% rate for the duration of the relationship.

Sand Hill has expressed its willingness to agree to the terms of the Foundation's professional services agreement, which envisions a three-year initial term with the opportunity for annual renewals thereafter. The Foundation would have the ability to terminate the relationship with two weeks' notice.

At the March 2, 2016, Board meeting, the Sand Hill team that would support the Foundation – CEO and CIO Brian Dombkowski, Director of Operations Tony Craun, and Wealth Manager Kristin Sun (who coincidentally is a San Bruno resident) – will make a brief presentation to the Board, introducing the firm, its investment philosophy, and its

# SAN BRUNO

## Community Foundation

### Memorandum

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understanding of the special challenges facing the Foundation as it takes possession of the restitution funds and begins to use the funds to benefit the community.

I urge the Board to follow the Committee's recommendation and approve the attached resolution authorizing me as Executive Director to execute a contract with Sand Hill Global Advisors for investment management services.

Once the investment firm is approved, the Committee will work expeditiously with the firm to develop the Foundation's Investment Policy Statement. The Committee's goal is to bring the Investment Policy Statement to the Board, and then the City Council, for approval by May, so that the Foundation is able to take possession of the balance of the restitution funds by the end of May. This is an aggressive timetable, and if the development of the Investment Policy Statement takes longer than anticipated, the schedule may be delayed accordingly. The Committee will have the continued benefit of Dr. Hayes' expertise throughout this process.

Attachment:

1. Resolution Authorizing Executive Director Leslie Hatamiya to Execute a Contract with Sand Hill Global Advisors for Investment Management Services

**RESOLUTION NO. 2016-\_\_**

**RESOLUTION OF THE SAN BRUNO COMMUNITY FOUNDATION  
AUTHORIZING EXECUTIVE DIRECTOR LESLIE HATAMIYA TO EXECUTE A  
CONTRACT WITH SAND HILL GLOBAL ADVISORS FOR INVESTMENT  
MANAGEMENT SERVICES**

**WHEREAS**, the San Bruno Community Foundation seeks to take possession of the approximately \$69 million in restitution funds currently being held by the City of San Bruno in custodial accounts;

**WHEREAS**, the Ad Hoc Committee on Investment Strategy issued a Request for Proposals for investment management services, reviewed 17 proposals, interviewed five finalists, and conducted reference checks;

**WHEREAS**, Sand Hill Global Advisors emerged as the investment firm with the overall best fit to meet for the Foundation's long-term investment needs, including service, cost, independence, and understanding of the Foundation's unique situation; and

**WHEREAS**, after much due diligence and consideration, the Investment Strategy Committee recommends that the Board of Directors select Sand Hill Global Advisors to provide investment management services to the Foundation, including assisting in the development of the Foundation's investment policy statement and management of two pools of the Foundation's investment portfolio (\$15 million in quasi-endowment funds and \$54 million in non-endowment strategic funds).

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Directors hereby authorizes Executive Director Leslie Hatamiya to execute a contract with Sand Hill Global Advisors for investment management services in accordance with the terms of the firm's final proposal to the Foundation.

Dated: March 2, 2016

ATTEST:

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Emily Roberts, Secretary

I, Emily Roberts, Secretary, do hereby certify that the foregoing Resolution No. 2016-\_\_ was duly and regularly passed and adopted by the Board of Directors of the San Bruno Community Foundation on this 2<sup>nd</sup> day of March, 2016, by the following vote:

AYES: Board members:

NOES: Board members:

ABSENT: Board members:



# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** February 26, 2016

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Report of the Audit Committee Regarding Preparations for the 2016 Audit

Article XIII, Section 4, of the San Bruno Community Foundation's Bylaws states that the Foundation "shall retain an[] independent auditor and conduct annual independent audits (commencing with Section 12586(d) of the California Government Code)." The Bylaws also call for a standing Audit Committee, which consists of Board Member John McGlothlin, who serves as chair, and Board Member Pat Bohm.

On September 2, 2015, at the recommendation of the Audit Committee, the Board of Directors authorized President Nancy Kraus to execute a contract with Novogradac & Company LLP, a national certified public accounting firm, to conduct an audit of the Foundation's financial statements for the year ended June 30, 2015, and to prepare the Foundation's annual federal and state tax returns. Novogradac conducted the audit from late September through late October and produced the final audit report, which covered the Foundation's finances from August 5, 2013 (inception) through June 30, 2015, which the Board accepted and approved on November 4, 2015. Novogradac also prepared the Foundation's federal and state tax returns (IRS Form 990 and California Form 199), which the Foundation submitted prior to their November 15 deadline.

The Audit Committee met on February 4, 2016, to debrief the 2015 audit process and to discuss preparations for the 2016 audit. Accounting Consultant Frank Bittner and I participated in the meeting along with the two Committee members.

At the March 2 Board meeting, Committee Chair McGlothlin will report on the Committee's recent meeting and its plans for the 2016 audit. The Committee decided to recommend that the Foundation continue its relationship with Novogradac for at least another year. Staff noted that last year the process was rushed because the auditor was not selected until early September and the audit process began almost immediately. This year, the Committee would like to have a preliminary meeting with Novogradac this spring to clearly set its expectations for the audit and to resolve any questions about the process up front. The Committee also expressed a desire to ensure that the full Committee has a closing meeting with the auditors prior to final adoption of the audited financial statements by the Board.

# SAN BRUNO

## Community Foundation

### Memorandum

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I am in the process of setting up the preliminary meeting with Novogradac in mid-April. Accounting Consultant Bittner expects to close the July 1, 2015-June 30, 2016, fiscal year books by August 15, and we anticipate having Novogradac begin its audit work in early September, which will allow the firm to finish the audit and tax returns by the beginning of November and enable filing of the tax returns by the November 15 deadline.

# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** February 26, 2016

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Report from the Ad Hoc Committee on Foundation Program Development  
Re: Crestmoor Neighborhood Memorial Scholarship

On February 3, 2016, the Foundation Board of Directors approved the creation of the Crestmoor Neighborhood Memorial Scholarship Program and the 2016 program budget (\$100,000). We launched the Scholarship – the Foundation’s first program initiative – the following week on February 11. At the March 2, 2016, Board meeting, the Ad Hoc Committee on Foundation Program Development will give an update on the rollout of the Scholarship Program. The two Board members who sit on the Committee are Patricia Bohm, who serves as chair, and Secretary Emily Roberts.

#### Online Application

With the assistance of Shake Technologies, the Foundation’s IT consulting firm, we successfully launched the Scholarship Program with two online applications (one for high school applicants and one for community college applicants) created using FormAssembly. The applications link from the Foundation’s new website at [www.sbcf.org](http://www.sbcf.org). The website also includes detailed information about the Scholarship Program, including eligibility requirements, criteria, and timeline.

#### Outreach

Starting on February 11, we began efforts to broadcast information about the Scholarship Program throughout the San Bruno community. We created two program flyers – one for high school applicants and one for community college applicants – providing detailed information about the Scholarship Program. These flyers are double-sided, with the information in English on one side and in Spanish on the other. We created a poster advertising the Program and sending interested people to the website, and we printed the poster in two sizes (11”x17” and 8.5”x11”). The flyers and posters are attached to this memo. We also produced a press release that was emailed to local media.

We sent program information (both electronically and in hard copy) to a wide range of high schools where San Bruno students might be enrolled, including the high schools in the San Mateo Union High School District (Capuchino, Peninsula Alternative, Mills,

# SAN BRUNO

## Community Foundation

### Memorandum

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Burlingame, San Mateo, Hillsdale, and Aragon), the two public high schools in Pacifica (Terra Nova and Oceana), the two public high schools in South San Francisco (South San Francisco and El Camino), and an assortment of private high schools where San Bruno students sometimes enroll (including St. Ignatius College Preparatory, Junipero Serra, Archbishop Riordan, Mercy Burlingame, Sacred Heart Cathedral Preparatory, Crystal Springs Uplands, and Alma Heights Christian School). These schools include the private high schools at which some St. Robert Catholic School graduates typically matriculate.

We also sent program information to the three San Mateo County community colleges (Skyline College, College of San Mateo, and Cañada College) as well as City College of San Francisco.

We have also distributed flyers and/or posters to a variety of other high-visibility or gathering spots in town, including City Hall, San Bruno Public Library, Veterans Memorial Recreation Center, Crestmoor neighborhood trailer, San Bruno Chamber of Commerce, St. Bruno's Catholic Church, St. Robert's Catholic Church and School, Church of the Highlands, Church of Jesus Christ of Latter-day Saints, Bayhill merchants, Towne Center merchants, and downtown merchants. We also sent out program information to the Foundation's 500+ email distribution list.

I would like to thank Board Members Pat Bohm, Emily Roberts, John McGlothlin, Nancy Kraus, and Ben Cohn for assisting with flyer and poster distribution.

### **Selection Panel**

I am nearly finished assembling the Selection Panel, which includes Board members, San Bruno community members, and individuals with experience in college counseling, college admissions, and high school or college/university administration. The Panel, which will have 10-12 members, will review the applications and be responsible for selecting the recipients. To ensure an impartial selection process, I am seeking Panelists who are active in the community but who are unlikely to personally know applicants. We will ask Panelists to sign confidentiality and conflict of interest statements.

### **Timeline**

The application deadline is March 18. We have begun to receive letters of recommendations and Academic Record Forms submitted by high school counselors, although no complete applications have yet been submitted. Based on feedback I have received from our contacts at Capuchino High School and Skyline College, I am optimistic that we will receive a substantial number of applications by the deadline.

# SAN BRUNO

## Community Foundation

### Memorandum

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The Selection Panel will review the applications and select the winners by the end of April. We anticipate notifying the winners by the first week of May, hopefully in time for them to be announced at school senior award ceremonies. We will begin payment of the scholarship awards in June upon proof of enrollment at college for the fall 2016 term.

Attachments:

1. Crestmoor Neighborhood Memorial Scholarship Program Flyer for High School Seniors
2. Crestmoor Neighborhood Memorial Scholarship Program Flyer for Community College Students
3. Crestmoor Neighborhood Memorial Scholarship Program Poster

**New in 2016!**

# SAN BRUNO

## Community Foundation



## Crestmoor Neighborhood Memorial Scholarship Information for High School Seniors

**APPLICATION DEADLINE: MARCH 18, 2016**  
**APPLY ONLINE AT [www.sbcf.org](http://www.sbcf.org)**

On September 9, 2010, a high-pressure natural gas pipeline owned and operated by Pacific Gas and Electric Company (PG&E) exploded in San Bruno's Crestmoor neighborhood, resulting in a major fire and ultimately destroying 38 homes, killing eight people, and injuring 66 more. In the aftermath of the disaster, the City of San Bruno pursued a restitution settlement from PG&E, successfully obtaining a settlement of \$70 million to benefit all of San Bruno. The City created the San Bruno Community Foundation to administer the restitution funds for the long-term benefit of the San Bruno community.

As one of its first program initiatives, the Foundation has created the **Crestmoor Neighborhood Memorial Scholarship** in honor of the community members who most directly endured the destruction of the explosion and resulting fire and especially in memory of the eight San Bruno residents who lost their lives in the disaster. With the Scholarship Program, the Foundation creates a living tribute to the Crestmoor neighborhood through an investment in San Bruno's next generation of leaders. As the neighborhood is reconstructed and the survivors rebuild their lives, the Scholarship Program will ensure that the tragedy of September 9, 2010, is not forgotten and that the resiliency, teamwork, leadership, and commitment to community displayed throughout San Bruno in the aftermath of the explosion and fire will be honored in the annual recipients of the Scholarship.

### 2016 AWARDS

Crestmoor Neighborhood Memorial Scholarships are available on a competitive basis as follows:

*For graduating high school seniors who will  
enroll at a four-year college or university:*

**\$5,000 scholarship,**  
renewable annually for three additional years  
(total possible award of \$20,000)

*For graduating high school seniors who will  
enroll at a community college:*

**\$2,500 scholarship,**  
renewable for one additional year  
(total possible award of \$5,000)

Scholarship awards may be used for tuition, fees, books, required supplies, room and board, and transportation. Scholarship renewals will be contingent upon proof of enrollment for the following academic year and proof of status as a student in good standing at the college. (The Foundation also offers Crestmoor Scholarships to community college students transferring to four-year colleges and universities.)

### ELIGIBILITY REQUIREMENTS

*Applicants must:*

- Live in San Bruno or attend a high school located in San Bruno at the time of application
- Plan to enroll, during the fall of 2016, as a first-year student at an accredited four-year college or university or an accredited community college
- Complete the Free Application for Federal Student Aid (FAFSA) or, for AB 540 students, the California Dream Act Application

### CRITERIA

The Scholarship Program's goal is to assist outstanding San Bruno students who have demonstrated a strong commitment to the San Bruno community in obtaining a college degree. Scholarship Recipients must demonstrate deep engagement and involvement in the San Bruno community as well as exemplify leadership, teamwork, and collaboration – important qualities that were displayed throughout the San Bruno community following the 2010 explosion and fire.

The full set of criteria for selection of the Scholarship Recipients include:

- Demonstrated commitment to the San Bruno community
- Financial need
- Extracurricular activities
- Leadership, teamwork, and collaboration
- Academic record

The Foundation may also consider whether an applicant has overcome significant challenges or obstacles and how those circumstances may have affected the applicant's school activities, other community involvement, or achievement in school.

### APPLICATION CHECKLIST

#### ✓ Online Application Form, including:

- Applicant information
- Activities list
- Two mandatory essays (one on academic/career goals and one on commitment to the San Bruno community)

#### ✓ Supporting Documentation

- Financial need documentation (copy of FAFSA Student Aid Report or, for AB 540 students, CA Dream Act Application Student Aid Report)
- Proof of San Bruno residency (for applicants who do not attend a high school located in San Bruno)
- SAT/ACT score reports (optional)
- Certifications & Authorizations Form

#### ✓ Two Letters of Recommendation, to be uploaded by the recommenders

- One from a teacher who can speak to applicant's ability to reach his/her academic and career goals
- One from an adult who can directly speak to applicant's demonstrated commitment to the San Bruno community

#### ✓ Academic Record Form and Official High School Transcript, to be completed and uploaded by applicant's high school counselor

**Questions? Visit [www.sbcf.org](http://www.sbcf.org), email [scholarships@sbcf.org](mailto:scholarships@sbcf.org), or call (650) 763-0775**

¡Nuevo en 2016!

# SAN BRUNO

Community Foundation



## Beca Conmemorativa del Vecindario de Crestmoor Información Para Estudiantes de Último Año de Secundaria

**FECHA LÍMITE: 18 DE MARZO DE 2016**  
**APLIQUE EN LÍNEA EN [www.sbcf.org](http://www.sbcf.org)**

El 9 de septiembre de 2010, una tubería de alta presión de gas natural operado por Pacific Gas and Electric Company (PG&E) explotó en la vecindad de Crestmoor de San Bruno, resultando en un gran fuego y finalmente destruyendo 38 hogares, matando a ocho personas e hiriendo a 66 más. En las secuelas de la catástrofe, la ciudad de San Bruno persiguió un acuerdo de restitución de PG&E, recabando un arreglo de \$70 millones para beneficiar a todos de San Bruno. La ciudad creó la Fundación de la comunidad de San Bruno para administrar los fondos de la restitución de los beneficios a largo plazo de la comunidad de San Bruno.

Como una de sus primeras iniciativas del programa, la Fundación ha creado la **Beca Conmemorativa del Vecindario de Crestmoor** en honor a los miembros de la comunidad que más directamente sufrió la destrucción de la explosión y el incendio resultante y sobre todo en la memoria de los ocho residentes de San Bruno que perdieron sus vidas en el desastre. Con el programa de becas, la Fundación crea un tributo viviente al barrio de Crestmoor a través de una inversión en la generación de líderes siguiente de San Bruno. Como se reconstruye la vecindad y los sobrevivientes reconstruyen sus vidas, el Programa de Becas se asegurará de que no se olvide la tragedia del 9 de septiembre de 2010, y que la resiliencia, trabajo en equipo, liderazgo y compromiso con la comunidad mostrada a lo largo de San Bruno tras la explosión y el fuego serán homenajeados en los recipientes anuales de la Beca.

### PREMIOS DE 2016

Becas Conmemorativas del Vecindario de Crestmoor son disponibles sobre una base competitiva a lo siguiente:

*Para estudiantes graduándose de escuela secundaria que se inscribirán en una institución de cuatro años o universidad:*

**Beca de \$5,000,**  
**renovable anualmente por tres años adicionales**  
**(premio total posible de \$20,000)**

*Para estudiantes graduándose de escuela secundaria que se inscribirán en un colegio comunitario:*

**Beca de \$2,500,**  
**renovable por un año adicional**  
**(premio total posible de \$5,000)**

Becas pueden utilizarse para la matrícula, cuotas, libros, suministros requeridos, alojamiento y comida y transporte. Renovaciones de beca estarán contingentes a comprobante de inscripción para el año académico siguiente y la prueba como estudiante en buen estado en el colegio. (La Fundación también ofrece Becas de Crestmoor a estudiantes del colegio comunitario de transferencia a universidades y colegios de cuatro años.)

### REQUISITOS DE ELEGIBILIDAD

*Los solicitantes deben:*

- Vivir en San Bruno o asistir a una secundaria situado en San Bruno en el momento de solicitud
- Planear a matricularse, en otoño del año 2016, como estudiante de primer año en una universidad acreditada de cuatro años o un colegio comunitario acreditado
- Completar la Solicitud Gratuita Para Ayuda Estudiantil Federal (FAFSA) o, para los estudiantes AB 540, la Solicitud del Dream Act de California

### CRITERIOS

El objetivo del Programa de Becas es ayudar a los estudiantes sobresalientes de San Bruno que han demostrado un fuerte compromiso con la comunidad de San Bruno en la obtención de un título universitario. Recipientes de la beca deben demostrar un compromiso profundo y participación en la comunidad de San Bruno y dar un ejemplo de liderazgo, trabajo en equipo y colaboración - cualidades importantes que fueron exhibidos en toda la comunidad de San Bruno tras la explosión de 2010 y el fuego.

El conjunto completo de criterios para la selección de los becarios son:

- |  |   |                                 |
|--|---|---------------------------------|
| • Demuestra compromiso con la comunidad de San Bruno | • Necesidad financiera                        | • Actividades extracurriculares |
|  | • Liderazgo, trabajo en equipo y colaboración | • Expediente académico          |

La Fundación también puede considerar si el solicitante ha superado retos importantes u obstáculos y cómo las circunstancias pueden haber afectado las actividades escolares del solicitante, otro compromiso con la comunidad, o logro en la escuela.

### LISTA DE VERIFICACIÓN DE SOLICITUD

#### ✓ Formulario de solicitud en línea, incluyendo:

- Información del solicitante
- Lista de actividades
- Dos ensayos obligatorios (uno sobre metas académicas/profesionales y otro sobre el compromiso con la comunidad de San Bruno)

#### ✓ Documentación de Apoyo

- Documentación de necesidad financiera (copia del informe de ayuda estudiantil FAFSA o, para los estudiantes AB 540, reporte de la Solicitud del Dream Act de CA)
- Prueba de residencia de San Bruno (para los solicitantes que no asisten a una secundaria situada en San Bruno)
- Informes de puntuación de SAT/ACT (opcional)
- Forma de Certificación y Autorización

#### ✓ Dos cartas de recomendación para ser subido en línea por el recomendador

- Uno de un maestro que puede hablar a la capacidad del solicitante para llegar a sus metas académicas y profesionales
- Uno de un adulto que pueda hablar directamente del solicitante demostrando compromiso con la comunidad de San Bruno

#### ✓ Forma de Expediente Académico y Transcripción Oficial de Secundaria para ser completado y subido por el consejero de escuela secundaria del solicitante

**Preguntas? Visite [www.sbcf.org](http://www.sbcf.org), email [scholarships@sbcf.org](mailto:scholarships@sbcf.org), o llame al (650) 763-0775**

**New in 2016!**

# SAN BRUNO

## Community Foundation



## Crestmoor Neighborhood Memorial Scholarship Information for Community College Students

**APPLICATION DEADLINE: MARCH 18, 2016**  
**APPLY ONLINE AT [www.sbcf.org](http://www.sbcf.org)**

On September 9, 2010, a high-pressure natural gas pipeline owned and operated by Pacific Gas and Electric Company (PG&E) exploded in San Bruno's Crestmoor neighborhood, resulting in a major fire and ultimately destroying 38 homes, killing eight people, and injuring 66 more. In the aftermath of the disaster, the City of San Bruno pursued a restitution settlement from PG&E, successfully obtaining a settlement of \$70 million to benefit all of San Bruno. The City created the San Bruno Community Foundation to administer the restitution funds for the long-term benefit of the San Bruno community.

As one of its first program initiatives, the Foundation has created the **Crestmoor Neighborhood Memorial Scholarship** in honor of the community members who most directly endured the destruction of the explosion and resulting fire and especially in memory of the eight San Bruno residents who lost their lives in the disaster. With the Scholarship Program, the Foundation creates a living tribute to the Crestmoor neighborhood through an investment in San Bruno's next generation of leaders. As the neighborhood is reconstructed and the survivors rebuild their lives, the Scholarship Program will ensure that the tragedy of September 9, 2010, is not forgotten and that the resiliency, teamwork, leadership, and commitment to community displayed throughout San Bruno in the aftermath of the explosion and fire will be honored in the annual recipients of the Scholarship.

### 2016 AWARDS

Crestmoor Neighborhood Memorial Scholarships are available on a competitive basis as follows:

*For community college students transferring  
to a four-year college or university:*

**\$5,000 scholarship,**  
**renewable for one additional year**  
**(total possible award of \$10,000)**

Scholarship awards may be used for tuition, fees, books, required supplies, room and board, and transportation. Scholarship renewals will be contingent upon proof of enrollment for the following academic year and proof of status as a student in good standing at the college. (The Foundation also offers Crestmoor Scholarships to graduating high school seniors planning to enroll at a four-year institution or community college.)

### ELIGIBILITY REQUIREMENTS

*Applicants must:*

- Live in San Bruno or attend a community college located in San Bruno at the time of application
- Plan to enroll, during the fall of 2016, as transfer student from a community college at an accredited four-year college or university
- Complete the Free Application for Federal Student Aid (FAFSA) or, for AB 540 students, the California Dream Act Application

### CRITERIA

The Scholarship Program's goal is to assist outstanding San Bruno students who have demonstrated a strong commitment to the San Bruno community in obtaining a college degree. Scholarship Recipients must demonstrate deep engagement and involvement in the San Bruno community as well as exemplify leadership, teamwork, and collaboration – important qualities that were displayed throughout the San Bruno community following the 2010 explosion and fire.

The full set of criteria for selection of the Scholarship Recipients include:

- |  |   |                              |
|--|---|------------------------------|
| • Demonstrated commitment to the San Bruno community | • Financial need                          | • Extracurricular activities |
|  | • Leadership, teamwork, and collaboration | • Academic record            |

The Foundation may also consider whether an applicant has overcome significant challenges or obstacles and how those circumstances may have affected the applicant's school activities, other community involvement, or achievement in school.

### APPLICATION CHECKLIST

✓ **Online Application Form**, including:

- Applicant information
- Activities list
- Two mandatory essays (one on academic/career goals and one on commitment to the San Bruno community)

✓ **Supporting Documentation**

- Financial need documentation (copy of FAFSA Student Aid Report or, for AB 540 students, CA Dream Act Application Student Aid Report)
- Proof of San Bruno residency (for applicants who do not attend a community college located in San Bruno)
- Official community college transcript
- SAT/ACT score reports (optional)
- Certification of good standing from community college Admissions & Records Office
- Certifications & Authorizations Form

✓ **Two Letters of Recommendation**, to be uploaded by the recommenders

- One from a professor who can speak to applicant's ability to reach his/her academic and career goals
- One from an adult who can directly speak to applicant's demonstrated commitment to the San Bruno community

**Questions? Visit [www.sbcf.org](http://www.sbcf.org), email [scholarships@sbcf.org](mailto:scholarships@sbcf.org), or call (650) 763-0775**



¡Nuevo en 2016!

# SAN BRUNO

Community Foundation



## Beca Conmemorativa del Vecindario de Crestmoor

### Información Para Estudiantes de Colegio Comunitario

**FECHA LÍMITE: 18 DE MARZO DE 2016**  
**APLIQUE EN LÍNEA EN [www.sbcf.org](http://www.sbcf.org)**

El 9 de septiembre de 2010, una tubería de alta presión de gas natural operado por Pacific Gas and Electric Company (PG&E) explotó en la vecindad de Crestmoor de San Bruno, resultando en un gran fuego y finalmente destruyendo 38 hogares, matando a ocho personas e hiriendo a 66 más. En las secuelas de la catástrofe, la ciudad de San Bruno persiguió un acuerdo de restitución de PG&E, recabando un arreglo de \$70 millones para beneficiar a todos de San Bruno. La ciudad creó la Fundación de la comunidad de San Bruno para administrar los fondos de la restitución de los beneficios a largo plazo de la comunidad de San Bruno.

Como una de sus primeras iniciativas del programa, la Fundación ha creado la **Beca Conmemorativa del Vecindario de Crestmoor** en honor a los miembros de la comunidad que más directamente sufrió la destrucción de la explosión y el incendio resultante y sobre todo en la memoria de los ocho residentes de San Bruno que perdieron sus vidas en el desastre. Con el programa de becas, la Fundación crea un tributo viviente al barrio de Crestmoor a través de una inversión en la generación de líderes siguiente de San Bruno. Como se reconstruye la vecindad y los sobrevivientes reconstruyen sus vidas, el Programa de Becas se asegurará de que no se olvide la tragedia del 9 de septiembre de 2010, y que la resiliencia, trabajo en equipo, liderazgo y compromiso con la comunidad mostrada a lo largo de San Bruno tras la explosión y el fuego serán homenajeados en los recipientes anuales de la Beca.

### PREMIOS DE 2016

Crestmoor Neighborhood Memorial Scholarships are available on a competitive basis as follows:

*Para estudiantes de colegio comunitario transfiriendo a una institución de cuatro años o universidad:*

**Beca de \$5,000,**  
**renovable por un año adicional**  
**(premio total posible de \$10,000)**

Becas pueden utilizarse para la matrícula, cuotas, libros, suministros requeridos, alojamiento y comida y transporte. Renovaciones de beca estarán contingentes a comprobante de inscripción para el año académico siguiente y la prueba como estudiante en buen estado en el colegio. (La Fundación también ofrece Becas de Crestmoor a estudiantes graduándose de la secundaria, planeando en inscribirse a un colegio de cuatro años o colegio comunitario.)

### REQUISITOS DE ELEGIBILIDAD

*Los solicitantes deben:*

- Vivir en San Bruno o asistir a colegio comunitario situado en San Bruno en el momento de solicitud
- Planear a matricularse, en otoño del año 2016, como estudiante de transferencia de un colegio comunitario a una universidad acreditada de cuatro años
- Completar la Solicitud Gratuita Para Ayuda Estudiantil Federal (FAFSA) o, para los estudiantes AB 540, la Solicitud del Dream Act de California

### CRITERIOS

El objetivo del Programa de Becas es ayudar a los estudiantes sobresalientes de San Bruno que han demostrado un fuerte compromiso con la comunidad de San Bruno en la obtención de un título universitario. Recipientes de la beca deben demostrar un compromiso profundo y participación en la comunidad de San Bruno y dar un ejemplo de liderazgo, trabajo en equipo y colaboración - cualidades importantes que fueron exhibidos en toda la comunidad de San Bruno tras la explosión de 2010 y el fuego.

El conjunto completo de criterios para la selección de los becarios son:

- |  |   |                                 |
|--|---|---------------------------------|
| • Demuestra compromiso con la comunidad de San Bruno | • Necesidad financiera                        | • Actividades extracurriculares |
|  | • Liderazgo, trabajo en equipo y colaboración | • Expediente académico          |

La Fundación también puede considerar si el solicitante ha superado retos importantes u obstáculos y cómo las circunstancias pueden haber afectado las actividades escolares del solicitante, otro compromiso con la comunidad, o logro en la escuela.

### LISTA DE VERIFICACIÓN DE SOLICITUD

#### ✓ Formulario de solicitud en línea, incluyendo:

- Información del solicitante
- Lista de actividades
- Dos ensayos obligatorios (uno sobre metas académicas/profesionales y otro sobre el compromiso con la comunidad de San Bruno)


#### ✓ Documentación de Apoyo

- Documentación de necesidad financiera (copia del informe de ayuda estudiantil FAFSA o, para los estudiantes AB 540, reporte de la Solicitud del Dream Act de CA)
- Prueba de residencia de San Bruno (para los solicitantes que no asisten a un colegio comunitario situada en San Bruno)
- Expediente oficial de colegio comunitario
- Informes de puntuación de SAT/ACT (opcional)
- Certificación de buen estado de la Oficina de Admisiones y Registros de colegio comunitario
- Forma de Certificación y Autorización

#### ✓ Dos cartas de recomendación para ser subido en línea por el recomendador

- Uno de un profesor que puede hablar a la capacidad del solicitante para llegar a sus metas académicas y profesionales
- Uno de un adulto que pueda hablar directamente del solicitante demostrando compromiso con la comunidad de San Bruno

**Preguntas? Visite [www.sbcf.org](http://www.sbcf.org), email [scholarships@sbcf.org](mailto:scholarships@sbcf.org), o llame al (650) 763-0775**



Have you dedicated yourself  
to making San Bruno a better place?  
If so, the San Bruno Community  
Foundation wants to help  
**YOU** go to college!

For more information or to apply,  
visit [www.sbcf.org](http://www.sbcf.org)

**Apply for the**  
**Crestmoor Neighborhood**  
**Memorial Scholarship**

Open to high school seniors planning to attend a four-year or community college  
and to community college students transferring to a four-year college

Applicants must live or attend school in San Bruno

**Application Deadline: March 18, 2016**

**SAN BRUNO**  
Community Foundation

# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** February 25, 2016

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Report from the Ad Hoc Committee on Program Strategy Development Regarding Proposals to the San Bruno City Council Related to Four Near-Term Projects

At its January 6, 2016, regular meeting, the Ad Hoc Committee on Program Strategy Development, which consists of Chair Nancy Kraus and Committee Members Frank Hedley and Dr. Regina Stanback Stroud, presented to the Board strategic grant proposals totaling \$700,000 for four projects that involve facilities and programs of the City of San Bruno and require a close partnership with the City of San Bruno, as follows:

- Grant of up to \$300,000 to the City for the completion of a Community Facilities Vision Plan focused on the Foundation's capital project strategic priorities and related facilities, including a pre-planning process with Anderson Brule Architects – the firm that created a capital project cost-modeling tool last summer and, as a result, is familiar with many of the City facilities that would be involved in the Vision Plan – to develop the scope of work and work plan;
- Grant of up to \$30,000 to the City to underwrite the costs of holding the third annual Community Day in 2016 and encouraging the City to merge the event with the annual Posy Parade in early June;
- Grant of up to \$170,000 to the City to improve pedestrian safety along Cherry Avenue in the Bayhill area and along San Mateo Avenue in the downtown area by installing lighted crosswalks, lighted signage, or other similarly high-visibility pedestrian safety features; and
- Grant of up to \$200,000 to develop the City-owned lot at 324 Florida Avenue into a community park.

The Board approved the four proposals and directed the Board President and Executive Director to send the City Council a letter presenting those proposals. As outlined in the letter, the proposals provide a description of each project as envisioned by the Foundation, the Foundation's expectations of the City, and the grant award the Foundation is offering the City for each project. The letter, which was sent to the Mayor

# SAN BRUNO

## Community Foundation

### Memorandum

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and all four City Councilmembers on January 7, asked the City Council to consider the proposals by the Council's January 26 meeting and respond with suggested next steps to bring the proposals to fruition in 2016.

The City Council considered the Foundation's proposals at its regular meeting on January 26. Overall, the Mayor and Councilmembers expressed great enthusiasm about this initial set of projects and in seeing the community begin to benefit from the restitution funds. The Council took the following action:

1. Mayor Jim Ruane appointed a subcommittee of himself and Councilmember Irene O'Connell that was charged with developing comprehensive responses to the Foundation's proposals and participating in the Community Facilities Vision Plan pre-planning process.
2. In support of the Foundation's Community Day grant proposal, the Council gave direction to City staff to begin preparations for a Community Day event this spring, in conjunction with the Posy Parade if a partnership with the Lions Club can be worked out.
3. The Council approved moving forward with the pre-planning process with Anderson Brule Architects for the Community Facilities Vision Plan.

After deliberations by the Council subcommittee, the City Council discussed the Foundation's proposals again at its February 23 meeting and offered additional feedback on the four proposals. The Council documented this feedback in a letter that the Foundation received on February 26, and on March 2, President Kraus will present the Council's comments to the Board. Overall, the Council's letter expresses continued enthusiasm for moving forward on all four projects, as follows:

- Community Facilities Vision Plan: The City retained the services of Anderson Brule Architects (ABA) to conduct a pre-planning process to determine the scope of the Community Facilities Vision Plan. ABA conducted the first of two pre-planning meetings at City Hall on February 24. The Council's subcommittee, City Manager Connie Jackson, and key members of the City's Community Services staff participated in the meeting. Representing the Board's Program Strategy Development Committee, President Kraus and I participated as the Foundation's representatives. The City anticipates that the pre-planning will be completed within the next two months, after which the City will determine the best approach for selecting an architectural planning firm to work with the City to prepare the Community Facilities Vision Plan.
- Community Day Sponsorship: The City reached out to the Lions Club to discuss whether it would be feasible to hold the annual Posy Parade and Community Day



# SAN BRUNO

## Community Foundation

### Memorandum

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on the same day in 2016 and is pleased to report that the City and the Lions Club have agreed to work together to deliver a coordinated event to be held on June 5, 2016. The City is moving forward with planning efforts for the event.

- Lighted Crosswalks and Other Pedestrian Safety Efforts: Because Google/YouTube and Walmart have both entered into discussions with the City about pedestrian improvements on Cherry Avenue and the company's participation in funding those improvements, the City would like to focus on pedestrian improvements funded by the Foundation on San Mateo Avenue in downtown San Bruno. The City will task the Traffic Safety and Parking Committee to review and recommend proposed pedestrian improvements to benefit the downtown.
- 324 Florida Avenue Park Development: To develop the vision and plan for this new park, the City envisions employing a community park planning process that it is currently using in the Crestmoor neighborhood to develop the vision and plan for replacement of the Earl/Glenview Park that was destroyed in the 2010 gas pipeline explosion. Under the guidance of a landscape architecture firm, this process brings together neighborhood residents, other interested community members, and a subcommittee of the Parks and Recreation Commission to develop a comprehensive design for the park site. The Council is enthusiastic about this project on the east side of San Bruno and shares the Foundation's desire to work toward completion of the park by the end of 2016.

#### Attachments:

1. Letter from Mayor Jim Ruane to SBCF President Nancy Kraus, dated February 23, 2016



Jim Ruane  
Mayor

CITY OF SAN BRUNO  
OFFICE OF THE MAYOR

February 23, 2016

Nancy Kraus, President  
San Bruno Community Foundation  
Board of Directors  
901 Sneath Lane, Suite 209  
San Bruno, CA 94066

Dear President Kraus and Members of the Board of Directors:

The San Bruno City Council is pleased to take this opportunity to formally respond and provide our comments to your proposals to fund four City projects as part of the Foundation's community-focused project funding program for 2016. The City Council commends the Foundation for the work that you have completed over the past year to solicit broad-based community participation and input and for the results you have achieved to identify proposed short term projects. These efforts not only address the Foundation's priorities but will provide lasting benefit to the San Bruno community.

The City Council received a report on the Foundation's proposal for the four community-focused projects at the January 26, 2016 City Council meeting. The City Council was pleased to provide our preliminary response and approval for two of the Foundation's exciting proposals. This letter outlines the City's specific comments on each of the four proposed projects and where relevant, this letter also identifies the standard City procedures and policy that will pertain to the City's approach to work on each of the projects.

#### Community Facilities Vision Plan

The Foundation has proposed to provide \$300,000 for preparation of a comprehensive Community Facilities Vision Plan that is intended to provide meaningful guidance both to the City and to the Foundation as it continues its work to determine how to most productively deploy funding to support the community facilities projects that were identified as priorities in the Foundation's Community Listening Campaign. As the first step in a two-step process, the Foundation proposed engaging Anderson Brule Architects (ABA) to facilitate a "pre-planning" effort to develop an agreed scope of work and a work plan for completion of the Community Facilities Vision Plan.

The City is very pleased to have this opportunity to partner with the Foundation to develop a comprehensive vision for community facilities that are vitally important to our community. As you know, the City Council agreed unanimously to support the two-step approach proposed by the Foundation and we are scheduled to begin the first step of this exciting project with the

scheduled pre-planning meeting with ABA this week. Councilmember Irene O'Connell and I will represent the City Council in this pre-planning process and we look forward to getting started

with ABA, the Foundation Board subcommittee, your Executive Director and City staff on this initiative right away. We currently anticipate that the pre-planning effort will be completed within the next two months.

Once the pre-planning is complete and we have determined the specific scope of the Community Facilities Vision Plan initiative, the City looks forward to initiating the second step in this work effort by selecting an architectural planning firm and determining the precise cost and schedule for work moving forward to prepare the comprehensive Community Facilities Vision Plan. With the pre-planning work already in process, we anticipate completion of the planning effort during calendar year 2016 as proposed by the Foundation.

We look forward to the immediate start of the first step in the Community Facilities Vision Plan preparation process and to further coordinate with the Foundation on the scope and cost of the project once we have additional information.

#### Community Day Sponsorship

At the January 26<sup>th</sup> meeting, the City Council approved the Foundation's proposal to provide funding in the amount of \$30,000 for delivery of the third Community Day in the Park event to be held in early summer, 2016. In the interest of moving forward quickly, the City Council directed staff to coordinate with the San Bruno Lions Club to determine if it would be feasible to hold the annual Posy Parade and Community Day in the Park on the same day in 2016. We are pleased to report that the City and the Lions Club have agreed to work together to deliver a coordinated event to be held on June 5, 2016 at City Park. Planning is currently in progress and we look forward to a wonderful community event just three months from now!

#### Lighted Crosswalks and Other Pedestrian Safety Efforts

The City Council appreciates the Foundation's initiative to identify proposed pedestrian improvements at some key locations in our community. The Cherry Ave. corridor is an area of increasing pedestrian activity arising from the location of Google/YouTube and Walmart.com at the Bayhill Business Park. As the Foundation is aware, both companies have entered into discussion with the City about proposed pedestrian improvements on Cherry Ave. and the possibility of their participation in funding those improvements. This situation presents the opportunity for the City and the Foundation to consider potential reallocation of funds proposed for pedestrian improvements on Cherry Ave. to another area.

The Foundation's proposal for pedestrian improvements on San Mateo Ave. in the downtown presents an opportunity to provide a desirable safety amenity in this key area of our community. The City's Traffic Safety and Parking Committee (TSPC) is tasked with reviewing and recommending proposed traffic, circulation and pedestrian improvements throughout the City. The City Council looks forward to using this process to develop and review recommended improvements to benefit the downtown.

324 Florida Avenue Park Development

The City Council is especially excited about the Foundation's proposal to fund development of a neighborhood park at 324 Florida Ave. As you know, the City Council has previously invested over \$600,000 to purchase this property and has committed another \$200,000 for demolition of the existing structures on the property and remediation of the site for development as a neighborhood park. Although the property has fallen into a state of serious disrepair and deterioration over the last many years, the property not only has historical significance in the community, but it is well located for transformation into a neighborhood park that will serve not only the surrounding neighborhood, but also the nearby downtown area. The park at 324 Florida will be the only new park in our community in at least two decades, and as such it is a perfect opportunity to realize the Foundation and the City Council's shared vision for expansion and improvement of one of our community's most treasured resources - its parks.

The City has recently initiated a community park planning process that has brought the Crestmoor 2 neighborhood together to develop a vision and plan for replacement of the Earl/Glenview Park that was destroyed in the 2010 PG&E gas line explosion. Under the guidance of a landscape architecture firm with expertise in park planning and design, neighborhood residents, other interested community members and a subcommittee of the City's Parks and Recreation Commission are sharing their interests and developing consensus on a comprehensive design for the park site which will provide the basis for design of park improvements and construction. The City Council envisions using a similar comprehensive park planning approach to engage the community and to develop the community's vision for the 324 Florida Ave. property. I have asked City Councilmembers Irene O'Connell and Rico Medina to participate in this planning process to represent the City Council.

As the City has already made a substantial financial commitment to this project we appreciate the opportunity to partner with the Foundation in achieving our shared vision for community park improvements. The City Council will be considering award of a contract for demolition and remediation of the site within the next 60 days with that work to begin shortly thereafter. We are very excited to begin park planning on a parallel track and to be in a position to move on to actual development of the park improvements. We look forward to further coordination with the Foundation on this exciting project.

In closing, again we appreciate and are enthused about the work that the Foundation has already done with its Community Listening Campaign and the development of its initial project funding program. We look forward to continuing our partnership for the long term benefit of the San Bruno community.

Sincerely,

  
Jim Ruane  
Mayor

cc: San Bruno City Council  
Connie Jackson, City Manager  
Leslie Hatamiya, SBCF Executive Director



# SAN BRUNO

## Community Foundation

### Memorandum

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**DATE:** February 26, 2016

**TO:** Board of Directors, San Bruno Community Foundation

**FROM:** Leslie Hatamiya, Executive Director

**SUBJECT:** Discussion of Efforts to Enhance Communication with the San Bruno Community, Including Launch of the Foundation Website, Regular Email Newsletters, and Board Meeting Arrangements such as Other Meeting Venues and Videotaping or Televising of Board Meetings

From the beginning, the Foundation Board of Directors has valued openness and transparency with the San Bruno community. One of the Foundation's Guiding Principles, as documented in the Program Strategy Framework, states: "The San Bruno Community Foundation is committed to open and transparent communication with the community and maintaining the highest ethical standards in all areas of its operations."

At the March 2, 2016, Board meeting, I will update the Board on efforts to enhance the Foundation's communication efforts and get input on additional ideas to promote openness with the community. These efforts include the launch of the Foundation's website, the commencement of a regular email newsletter, and considering Board meeting arrangements.

#### Website

In concert with the launch of the Crestmoor Neighborhood Memorial Scholarship Program, the Foundation launched its own website at [www.sbcf.org](http://www.sbcf.org) on February 11. Using the website builder Wix.com, I designed and wrote all content for the website. The website includes background information on the Foundation (including Board and staff lists, meeting agendas and minutes, press releases and clippings, corporate documents, and financials), information about the Scholarship Program, preliminary information about Foundation grantmaking, and a section on the Foundation's strategy. Some sections are relatively lean at present and will become more robust over time. I am able to immediately update all website content, so the website can evolve as the Foundation's activities and needs change. I will be looking into ways to connect the website to social media. The website will serve as an effective vehicle for conveying updated information about the Foundation to the community.

# SAN BRUNO

## Community Foundation

### Memorandum

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#### **Email Newsletter**

The Foundation's email distribution list now includes more than 500 email addresses, and we regularly send announcements of upcoming Board meetings and other Foundation news to the list. We realize that many community members may wish to receive regular updates from the Foundation but might not have the time or interest to attend Board meetings. I believe it would be beneficial to send out an email newsletter – typically within a week of a Board meeting – to provide the public with a summary of what transpired at each Board meeting and disseminate other important Foundation news. The newsletters will also be posted on the website. We plan to begin the newsletter after the March 2 Board meeting. Wix.com offers several email newsletter services that we can utilize for this effort at a very reasonable price (for example, one plan costs about \$100 a year for up to 20 blasts a month).

The newsletter will be in addition to the meeting summaries that President Kraus has been providing to the San Bruno Patch and, more recently, to a San Mateo County Times reporter. The San Bruno Patch typically posts on The Patch her summary after each Board meeting.

#### **Board Meeting Arrangements**

At the October 2015 Board meeting, the Board discussed alternative arrangements for Board meetings to make them more accessible to the public. I presented information about the cost of televising meetings on San Bruno Cable (about \$200-\$400 per Board meeting in addition to what we are currently paying to have San Bruno Cable audiotape our meetings). Several community members expressed concern over the cost of televising meetings given San Bruno Cable's declining subscribership, and others suggested simply videotaping the meetings on a cell phone and posting the recordings to YouTube. Several people suggested finding a lower-cost alternative meeting venue, and Lonnie Sopko offered the American Legion hall on San Mateo Avenue for free.

Soon after the Board meeting, President Nancy Kraus and I visited the American Legion hall. While we greatly appreciated the Legion's offer, we ultimately concluded that the hall presented several challenges, including a tight scheduling window and the fact that the Foundation (with its one-person staff) would be responsible for setting up and cleaning up the meeting space. We also concluded that while the American Legion's offer was generous, because the Foundation will soon be making grants to various community groups, it is advisable for the Foundation to pay the regular rental rate at any meeting venue it uses to avoid any appearance of a conflict of interest. As a result, the cost-savings of moving away from the Senior Center (where the fee for rental per meeting is typically \$130 plus the cost for audiotaping) would likely be minimal at any alternative location.

# SAN BRUNO

Community Foundation

## Memorandum

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Since the October meeting, I have received no inquiries or comments from the public about televising or videotaping Board meetings. However, I know some Board members would like to revisit this idea, and it would be helpful to discuss this topic in the context of the Foundation's broader and growing efforts to communicate effectively with the community.