

AGENDA

College of the Desert Financing Corp. Board of Directors
45524 Oasis Street, Indio, CA 92201

MEETING OF THE BOARD OF DIRECTORS

DATE: THURSDAY, MAY 21, 2015
TIME: 2:30 P.M.
LOCATION: Indio City Hall, Large Conference Room
100 Civic Center Mall, Indio, CA 92201
(760) 391-4000

Persons with disabilities may make a written request for a disability-related modification or accommodation, including for auxiliary aids or services, in order to participate in the Board meeting. Requests should be directed to the Office of the President as soon in advance of the Board meeting as possible.

I. Call to Order / Open Session

- Pledge of Allegiance
- Roll Call
- Additions or Deletions of Agenda Items

II. Public Comments

- 1) Persons who wish to speak to the Board of Directors on any item should complete the "Request to Address the Board" form and present it to the Secretary. Persons who wish to speak to the Board of Directors on any item may do so at this time. There is a time limit of 3 minutes per person and 15 minutes per topic, unless further time is granted by the Board of Directors.

III. Financing Corp. Action

- 1) Approval of Minutes from June 16, 2014 Meeting
- 2) Financial Update

IV. New Business

- 1) Proposed Local Projects

V. Adjournment

College of the Desert Financing Corp. Board of Directors Meeting

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THURSDAY, MAY 21, 2015

**LOCATION: Indio City Hall, Large Conference Room
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(760) 391-4000**

MINUTES

I. Call to Order / Open Session

- Pledge of Allegiance
- Roll Call
- Additions or Deletions of Agenda Items

Joel Kinnamon called the meeting to order at 2:35 p.m. and Becky Broughton led the pledge of allegiance.

Dr. Kinnamon called the roll:

Present: Mike Wilson
Becky Broughton
Larry Salas
Joel Kinnamon

Not Present: Dan Martinez

There were no additions or deletions to the agenda.

Becky Broughton made a motion to accept the agenda, seconded by Larry Salas.
Motion carried unanimously.

II. Public Comments

There were no public comments.

III. Financing Corp. Action:

1. Approval of Minutes from June 16, 2014 Meeting

Michael Wilson made a motion to approve the June 16, 2014 meeting minutes,
seconded by Larry Salas.

Motion Carried: 3 Ayes, 0 Noes and 1 Abstain from Becky Broughton as she did not
attend the meeting.

2. Financial Update

Lisa Howell provided a staff report and indicated that the New Market Tax Credits (NMTC) transaction successfully closed and the College benefited \$1.7M from the transaction. The closing documents specified that a minimum of \$100K needed to be spent in the Indio community to support employment and the community at large. All funds have been received and reside in a separate College of the Desert account and continue to be reported on the financial statements and budget.

IV. New Business

1. Proposed Local Projects

Directors of the Financing Corporation were provided with three proposals (attached) from local agencies prior to the meeting including:

- Coachella Valley Art Center request for \$30,000.00
- Coachella Valley History Museum request for \$50,000.00
- Indio Performing Arts Center request for \$46,350.00

Discussion on the benefits of the proposals occurred.

Michael Wilson made a motion to recommend that all projects be considered at the requested funding levels, seconded by Larry Salas.

There was discussion around the requests exceeding the \$100,000.00 minimum amount included in the closing documents. Lisa Howell communicated that the amount was a minimum and the final approval would rest with the College of the Desert's Board of Trustees.

Motion carried unanimously.

V. Adjournment

The meeting adjourned at 2:55 a.m.

PROPOSAL

TO: College of the Desert

James Berg, Dean, Liberal Arts and Sciences

Scott Cooper, Dean, Student Success and Student Learning

FROM: Coachella Valley Art Center

Bill Schinsky, Executive Director

The Coachella Valley Art Center (CVAC) is a creative incubator. CVAC encourages individuals to accept both success and failure as part of the natural creative process. CVAC services the entire valley with an intended focus on the East Valley creative community. The Coachella Valley Art Center is requesting funds in the amount of \$30,000 as a participant in the New Market Tax Credit Program administered by the College of the Desert Foundation. Requested funds will be utilized in the following ways:

Contracted Cleaning Services: \$125 x 52 weeks- \$6500.

This generally needed service is primarily a job and income source item. Serious efforts will be made to select a service made up of individuals who may be willing to participate in exploring their individual creative personalities in one of the Art disciplines practiced by CVAC resident artists.

Space Renovation (Carpentry and Drywall Services): \$10,000.

CVAC will finish off several masonry walls located in the CVAC's main gallery area and add a wall in a secondary exhibit space. This will allow for a substantial increase in exhibit space and capabilities. Once completed, CVAC will once again be able to invite the COD Gallery Management program students to concept, curate and install an actual exhibition. The CVAC annual exhibit program will be allowed to expand.

CVAC Warm and Hot Glass Studios: \$10,000.

These funds will be used for supplies and wages for a studio assistant. The studio assistant will work with two Warm (Kiln) Glass artists and three Hot Glass artists. Studio assistant will be allowed to create works in glass using both Warm Glass and Hot Glass techniques.

CVAC Printmaking Studio: \$3500.

These funds will be used for supplies and wages for the Printmaking Studio assistant. Studio Assistant will be allowed to use the Printmaking equipment for their creative endeavors and experimentation.

Thank you for making this opportunity available.

Bill Schinsky

Founder/Executive Director

Coachella Valley Art Center

45140 Towne Street

Indio, CA 92201

www.coachellavalleyartcenter.org



COACHELLA VALLEY HISTORY MUSEUM

EXECUTIVE SUMMARY

April 29, 2015

The COACHELLA VALLEY HISTORY MUSEUM (DBA for the COACHELLA VALLEY HISTORICAL SOCIETY, INC.) (CVHM) is a not-for-profit 501(c)3 organization. CVHM was created to preserve and share the unique history of the valley. It provides unique architectural representation of early 1900 Adobe style homes along with a fully restored 1909 School House, Date Museum representing the history of the date industry and its agricultural value along with historical and arts programming for children, to educate them on local history which will build a lifelong interest for the arts and civic minded community participation. The gardens provide a unique tribute to the multicultural heritage that binds our community. We offer a unique perspective into the life of early settlers including the Cahuilla people. We serve 3,000 children through various programs, including our school tours, Jr. Historians, Summer Art Camp and other community events. There is no other entity that provides these programs within the city. Our annual Heritage Festival has been reinvigorated to create an event now involves the entire valley and provides maximum visibility for the Old Town/Downtown area of the city. Most activities are open-ended and enjoyed on a walk-in basis. The Museum is staffed by volunteers, an office manager and most structured children's activities are led by retired or current teachers.

The museum was established in 1984 through the support of many local families that understood the need to preserve the rich history of our valley for future generations. The museum has succeeded due to the support of local pioneer families, local businesses, the city, 100s of volunteers and many others for the last 34 years. The extensive support provided by our volunteers is supported by an active Board of Trustees, who not only provide their skills and time but a monetary commitment every year. The continued growth and success of the museum must now move to a new level which must include professional museum staffing and support. The museum has plateaued under the guidance of its volunteer structure and must now move toward a professional staffing plan in order to continue to be a vital part of our community.

OBJECTIVE

We are seeking funding to be used to hire a professional fund development person who will focus not only on meeting the current expenses and needs of the organization but will also create a long term sustainability plan including an endowment fund.

We estimate that approximately 21% of CVHM's annual revenue is generated through a combination of membership, admissions, retail sales, and related activities. The remainder of our funding is generated by:

The solicitation of individuals and small businesses.

Contributions by Board Trustees and volunteers.

An annual large-scale benefit event, memorial donations and private events.

A variety of small scale fundraising activities.

Income from a small endowment.

CVHM's objectives during the first year of the new staffing implementation:

To generate increased earned revenue from a combination of membership and admission fees, programming, outreach, retail sales, and special events.

To secure new funding sources including foundation grants, government grants, and private and corporate donations.

To create and implement a marketing plan

To increase the visibility of the museum

To increase total paid memberships by 30% (321 current members)

To increase visitors

To increase the number of public and private events held on the campus

To serve 3000 children through our outreach programs

To enhance the preservation and usage of the extensive archives

To increase our volunteers

To enhance our current Board of Trustees by filling all open vacancies

MISSION

The mission of the Coachella Valley History Museum is to preserve, share and interpret the rich history of the Coachella Valley.

We strive to preserve the past and encourage our children through this unique environment, to imagine, learn and value what has come before them. We provide a unique perspective into the past, while we strive to embrace the future!

COMPETITIVE EDGE

We start with a critical competitive edge: there is no other museum in the valley that has the unique historical buildings, the gardens, historic water tower, railroad and farming equipment, archives, the event space and unique draw to our downtown area. No other local museum can offer the fun experience provided to our visitors at CVHM! We are positioned to be the premier provider of our local history, through our outreach programs, archives, campus and fun family events, like our Dia de Los Muertos Celebration and Heritage Festival for the entire Coachella Valley. Our offerings include a diverse range of programs and activities for school grade students, families and our many visitors from all over the world.

A key strategy for CVHM is membership growth as a mechanism to drive recurring revenue. By extending a value proposition to our market in the form of comprehensive membership benefits, we expect to expand our membership through a direct marketing plan to present our membership value. Through a grassroots approach, we will communicate the compelling influence and value that membership at CVHM will deliver to our community, our children and our visitors. Targeted advertising and networking throughout the local community will allow us to focus on bringing first time attendees to the museum. Once inside, we will rely upon the unique campus and our volunteers to spark interest in our programs and our mission. We will also employ PSAs on radio stations and well timed press releases as effective and affordable vehicles to deliver our message. Print advertising during our first year will be limited and placed in the less expensive local media.

We recognize that a strong internet presence is an opportunity to extend our market reach in a manner consistent with our mission. During the last two years we have established a new vibrant website, new branding colors, new membership matrix, new facility rental program, new brochures and rack cards, all with volunteers. Our direct marketing efforts will be locally focused, but we will rely upon our dynamic and informative website to support our efforts, while

broadcasting our message to a much larger audience. The goal of our site is to create interest, inform and entertain visitors, facilitate requests for membership, renewals and registrations, and generate additional revenue. We will direct visitors to our site through consistent references in all of our marketing materials and the strategic placement of links to our site from other related websites. (City, Discover Indio and Palm Springs Convention and Visitors Bureau, etc)

Continuing to enhance our database of potential members and supporters will be critical to the success of our outreach programs. We currently have a database of contact persons at local area schools, community groups, our members, volunteers and past supporters.

KEY TO SUCCESS

Hiring of a professional fund development staff member to begin to implement the objectives set forth in this outline and create a full business plan with professional assistance.

REQUEST FOR FUNDING: \$50,000.00

Partial funding for professional fund development person - \$30,000.00 – will combine with other funding to create a full time position. Development of position currently underway – working toward a start date of October 2015.

Items needed to increase the use ability of the campus:

- 1.) WiFi access – commercial quality throughout the campus – Medjool Auditorium, Schoolhouse and the Lawn/Gazebo area – which can be used during board retreats, small conferences and other business meetings.
- 2.) Drop down screen and projector within Medjool Auditorium – to facilitate meetings.
 - a. Cost for both item 1 & 2 is \$13,000 (estimate)
- 3.) 4 – 72" Training Room "Flip" tables and 2 – half round tables and 20 nesting chairs – to be used for meetings in Pioneer Hall or Medjool Auditorium. \$7,000.00 (estimate)

LONG TERM GOALS:

Fund Development Professional creates cash flow to allow for the professional development and professional operation of the museum:

- 1.) Full staffing needs: Fund Development, Office Manager, Archivist/Curator and Executive Director
- 2.) Begin campaign to develop the Promenade - plans on file with the City.
- 3.) Smiley Tyler House to be convert into a "House" Museum which would depict how a 1926 home would have looked like, including period furniture and accessories.
- 4.) Build a new exhibit hall where the apartments currently stand to expand on exhibits relating to the development and growth of the Coachella Valley.



THE PULSE OF ENTERTAINMENT

May 19, 2015

INDIO PERFORMING ARTS CENTER CINEMA UPGRADE GRANT PROPOSAL

Usage and Benefits Narrative

Classroom/Teaching Environment Needs

Currently, within the City of Indio, there is no working cinema classroom in a movie-theater environment. While commercial theater chains do offer their facilities for rent, the cost is often way above any available educational program budget, and classroom schedules often coincide with peak commercial showings, making availability for classroom use out of reach of most, if not all educational programs.

As a result, local classroom curricula, which aim to preserve and promote the art of cinema by addressing past and contemporary works of all cinematic genres, are reduced to small, quite unsatisfying visual and auditory environments which cannot possibly convey the true vision of the artists who created them. In such an environment, the potentials of the art form are lost upon the students because they can't experience them in such limited configuration.

Neighborhood Implication

Movies have become a defining aspect of contemporary culture, not only in reinforcing past human experience (fiction or non-fiction), but also in creating social commentary on current issues, and stirring the imagination in contemplating the future. It is safe to say that the movie experience breaks down geographic and cultural barriers in a transporting manner unlike any other art form, which can have the positive impact of inspiring audiences to greater thought, achievement, and action.

The neighborhood demographics for the City of Indio don't support commercial cinema, due specifically to the local economy. Prices are simply too high for the locals to be able to attend. As a result, movies are generally not among the list of family entertainment options, which is extremely unfortunate.

The Indio Performing Arts Center is in a unique position to resolve these issues in a way that will bring a vibrant classroom facility to the neighborhood, as well as provide a tangible means for locals to experience cinema (in any language of popular preference). The IPAC, at one time, was a local movie theater, but it has been transformed, in recent years away from movie presentation to live theatrical shows, music, and other entertainment. Of 3 original "cineplex" rooms, 2 still have movie screens in place, which measure approximately 18 feet high and 32 feet across. Original loudspeakers are still in place, and they function quite well. The seating (numbering approximately

The Indio performing Arts Center is a nonprofit 501 (C) 3 tax exempt Public benefit Corporation. Your donation is tax deductible as permitted by law.



140) is in excellent condition, having been renovated over the past 3-5 years, and the rooms are constantly maintained for other live entertainment currently at the IPAC.

Currently missing is a projector, audio amplifiers, a media player, and associated equipment to bring a quality video and audio cinematic experience to life.

The following budget breakdown will address these shortcomings to transform one of IPAC's "Cineplex" rooms into a quality movie theater, one that can address virtually any classroom requirement identified above, and which cannot be met elsewhere in a smaller space.

Of equal importance, with the IPAC in the middle of Old Town Indio, the local population can take great advantage of this first-rate facility and attend screenings of works currently being studied in the classroom, or other titles as available and appropriate. This project becomes a win-win for all involved, becoming an excellent theater as a classroom/laboratory, and a wonderful source of entertainment and education for the locals to enjoy, as they have never been able to do before.

TECHNICAL DESCRIPTION

This project will provide a full surround-sound movie experience in full HD with high quality audio and video. I am specifying an 8K-lumen projector to assure very satisfying brightness of the picture, with the correct lens to assure that the image fills the screen to its maximum dimension. A spare projector lamp is also included, to ensure minimum down time, in the event of a lamp burnout.

I am specifying a high quality surround sound processor for pristine channel separation through all surround channels, for every audio source. I am also specifying audio amplifiers, equalization, and mix capability to assure full, natural sound of all the surround channels through the surround speakers. Also included in this proposal is the provision to playback virtually any music source (CD, iPod, iPhone, iPad, etc. which are not included here) in perfect balance through the main speakers in the front of the room, and through just the right blend of surround speakers as well, to create a very pleasing and satisfying listening experience throughout the room, as well.

I am also providing a very convenient and professional provision to allow lectures and PPT presentations from the floor area just in front of the screen via an interface plate for presenter microphones to the sound system, and computer video to the cinema projector in PC and Mac computer video format, along with a convenient wall-mount microphone mixer located in the floor area for easy local audio control.



Master cinema audio control is performed up in the original control/projection booth. A professional mix board is included in the proposal so that all audio sources (projector, microphones, music source) will deliver the best sound, in pre-configured adjustments for each source, with minimum to no adjustment and re-calibration necessary, after initial setup.

Please note that I am specifying new video and audio electronics, but I am utilizing the existing loudspeakers already in the room, in order to save significant budget dollars. These existing speakers are in very good condition, and will serve the project very well.

Part-Time Staff Labor Proposal

Also attached is a labor proposal to provide ongoing part-time employment to local skilled and semi-skilled individuals. As to skilled labor, proposed under my direct supervision are approximately 80 hours of cinema installation work of all listed components, with final adjustment and calibration to produce the results described here. Additionally, such skilled labor will be called upon to provide ongoing operation of the theatre, and to provide on-going maintenance and upkeep of the equipment. As to semi-skilled labor, this proposal calls upon local individuals to maintain the cleanliness of the facility on a regular, part-time basis. This part-time staff will assure that the theatre is in top condition, aesthetically and technically, and will always be ready for audiences, for whatever program is lined up.

Thank you once again for this great opportunity to be able to provide an invaluable classroom experience in the art of cinema to the students of the COD, and to our Indio audiences as well. This cinema laboratory and theater will be a wonderful legacy to current and future students and local audiences, alike.

RESPECTFULLY SUBMITTED BY:

**PETER AARONSON
CEO / EXECUTIVE DIRECTOR
INDIO PERFORMING ARTS CENTER**

**45-175 Fargo Street, Indio, CA 92201
(760) 775-5200 • (702) 505-1153
peter@indioperformingartscenter.org**

SECTION

DESCRIPTION

REV. 1

5/17/15

1 FILM VIDEO

DIGITAL VIDEO WITH 7.1 SURROUND AUDIO

COMM'L BLU RAY PLAYER	HD/(QHD?) VIDEO, HDMI	SEPARATE AUDIO EA CHANNEL INCL SUBS
PROJECTOR LENS	8K LUMEN MINIMUM FULL SCREEN/KEYSTONE CORRECTION	ADEQUATE BRIGHTNESS FULL-SCREEN IMAGE, OFF-AXIS COMPENSATION
SPARE LAMP(S)		

\$8,700

2 FILM AUDIO

7.1 SURROUND

COMM'L SURROUND SOUND PROCESSOR		7.1 AUDIO OUT		INPUTS: HDMI, VGA, DVI, DISPLAYPORT	
BOOTH MIXER		24 CHAN, 8 BUS		SERVES BD PLAYER (17) PRESENTATION MICS (4) MUSIC SOURCE (CD, IPOD, IPHONE) (2)	
				IN (FROM) BD 16.1 OUTS WALL MIXER LINE OUTS STEREO L/R	
				OUT (TO) CHANNEL EQ CHANNEL EQ CHANNEL EQ	
IN-ROOM MIXER		4-IN 2-OUT, WALL MOUNT		SERVES PRESENTATION MICS	
				IN (FROM) EXTRON XLR MIC OUTS	
				OUT (TO) BOOTH MIXER LINE INS	
CROSSOVER					
MUSIC SOURCE (CD, IPOD, IPHONE)		ALL CHANNELS - THRU MIXER		MUSIC SOURCE	
				L/R MIX CHANNEL	
SIGNAL PROCESSING					
4 Pr. CHANNELS EQ		31 - BAND GRAPHIC (L/R EA CHANNEL)		ALL CHANNELS (EXCEPT SUBS) - DIRECT	
				BOOTH MIX AUX SENDS	
				L/R AMPLIFIER INPUTS, EACH CHANNEL	
AMPLIFIERS					
6 Pr. CH Low-Mid-High		500 W/Ch		SERVES SURROUNDS ONLY	
				IN (FROM) STEREO Eqs EA CHAN	
				OUT (TO) SURROUND CABINETS	
2 Pr. CH Low-Mid-High		1000 W/Ch		FRONT L - C - R	
				STEREO Eqs EA CHAN	
				FRONT CABINETS	
2 Pr. CH		750 W/Ch		SUBS - 4 Cabinets	
				STEREO Eqs EA CHAN	
				SUBS	

\$9,413

3 PC/PPT PRESENTATION A/V CONNECTIVITY

ON A/V CONNECTIVITY		SERVES	IN (FROM)	OUT (TO)
EXTRON PLATE	VGA / HDMI / MINI DISPLAY PORT VIA TWISTED PR (CAT 5)	COMPUTER OUTS - PC/MAC		
		VGA over TWISTED PAIR	VGA PLATE - VGA Tx	VGA Rx AT PROJECTOR
		HDMI over TWISTED PAIR	HDMI PLATE - HDMI Tx	HDMI Rx AT PROJECTOR
		DP over TWISTED PAIR	DISPLAY PORT PLATE - DP Tx	DISPLAY PORT Rx AT PROJ
	4 x XLR	PRESENTATION MICS	EXTRON XLR	IN-ROOM MIXER

\$1,106

4 ACCESSORIES

CABLE PACKAGE	25' VGA 25' DISPLAYPORT 25' HDMI		
MIC PACKAGE	4 HH	STANDS/CABLES	SM58

\$919

5 INSTALLATION

RACK ENCLOSURE	
CABLE	
POWER STRIP	
MISC MATERIALS	

\$1,313

TOTAL EQUIPMENT ESTIMATE:

\$21,450

6 P/T STAFF LABOR

BUILDING CLEANING/MAINTENANCE	
TECHNICAL LABOR FOR PROJECT INSTALLATION	
TECHNICAL THEATER OPERATIONS	

\$24,900

TOTAL P/T STAFF LABOR ESTIMATE:

\$24,900

TOTAL EQUIPMENT ESTIMATE:	\$21,450
TOTAL LABOR ESTIMATE:	\$24,900
TOTAL REQUEST:	\$46,350