SAN FRANCISCO STATE UNIVERSITY FOUNDATION
EXECUTIVE COMMITTEE MEETING
Thursday, May 22, 2025

Chair Huss called the Executive Committee meeting of May 22, 2025 to order at 11:07 AM.

Committee Members Present
Amy Chan, Chair, Audit Committee
John Gumas, Chair, Development Committee
Mary Huss, Board Chair
Jeff Jackanicz, Foundation President
Dan Neumann, Chair, Investment Committee
Neda Nobari, Immediate Past Chair
Debra Plousha-Moore, Chair, Committee on Directors

Committee Members Absent and Excused
Vince Anicetti, Chair, Alumni Relations Committee
Don Endo, Chair, Investment Committee
Don Nasser, Chair, Athletics Committee

Others Present
Vicky Lee, Director of Finance, SF State Foundation
Venesia Thompson-Ramsay, Corporate Secretary & Treasurer, SF State Foundation

I. **Public Comments**: None.

II. **Approval of Agenda:** The committee reviewed the agenda for the May 22, 2025 meeting. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the committee approves the agenda, as prepared.
Motion by: Debra Plousha-Moore Seconded by: Dan Neumann Motion: Passed

III. **Approval of Consent Agenda:** The committee reviewed the consent agenda, which included the minutes from the February 20, 2025 meeting; the endowment distribution for FY 2025-2026; and the committee meeting schedule for FY 2025-2026. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the committee approves the consent agenda.
Motion by: Amy Chan Seconded by: John Gumas Motion: Passed

IV. **Operating Business**:

A. Campus and Campaign Update: Jackanicz provided the campus and campaign update, as summarized below:

- *State Budget Outlook*: Jackanicz said the original projection was an 8% cut to the CSU budget for the upcoming fiscal year. He said this was reduced to a 3% cut in the Governor's May Revise. He attributed strong advocacy from CSU campuses, Chancellor's Office, and local government relations teams for the reduced cuts and said the impact was now a marginally smaller budget reduction for the campuses than initially expected.
- *Enrollment Projections*: Jackanicz shared that the enrollment figures were tracking above earlier projections but that the final numbers would not be known until the census date, which was about two weeks into the fall semester. He said one of the challenges was that other universities were admitting from their waitlists much earlier, which was potentially affecting our yield. He urged cautious optimism and credit the Enrollment Management and Strategic Marketing teams for all their hard work around enrollment.
- *Romberg Tiburon Campus*: Jackanicz discussed the Romberg Tiburon Campus (RTC) and mentioned that this was a marine research facility in Marin, that was gifted to the university 50+ years ago. He said the initial plan was to close the facility due to declining activity and rising costs and move the remaining faculty to the main campus. However, he shared some new development with the Wendy and Eric Schmidt Foundation offering funding for a year to explore possible property transfer/sale. He said the Schmidt Foundation was interested in climate change and ocean ecology research expansion. Jackanicz said the next step was a meeting with the foundation to discuss logistics but that a decision was pending.
- *New Marketing Leadership*: Jackanicz said the University recently hired Craig Relyea as its new Associate Vice President for Strategic Marketing & Communications, after an in-depth national search led by board director John Gumas. Jackanicz said Relyea had extensive private sector experience, including Disney, media, and education startups and would join the team starting June 30.
- *Commencement*: Jackanicz said the annual Commencement ceremony would be held the following day at Oracle Park with Attorney General Rob Bonta as speaker. Jackanicz said the event would be attended by CSU trustees, including Chancellor Garcia.
- *Campaign Update*: Jackanicz mentioned that the campaign plan was finalized and endorsed by John Gumas who had agreed to serve once more as campaign chair. He said the key goals were now to hire a campaign project manager and form a Steering Committee. In terms of campaign progress, Jackanicz said the University had already secured $68 million (30%) toward the $225M campaign goal, bolstered by strong fundraising from the current fiscal year. He said we were officially in the "quiet phase" of the campaign and had two years to grow the totals before the public launch.

B. <u>Endowment Administration and Gift Fee Changes</u>: Thompson-Ramsay started out by reminding the committee that the topic of endowment fee increase was discussed at the Board retreat in March and that the plan was to ask for board approval at the June meeting. Jackanicz talked about the current policy (no gift fee on new endowment gifts and 1.25% annual administration fee). He then presented the proposed fee changes that included: 1) a one-time gift fee (philanthropic allocation) of 5% on new endowment gifts that would be applied on a sliding scale and 2) an increase in the endowment administration fee from 1.25% to 1.5% annually (assessed quarterly). Jackanicz said the rates would remain within CSU norms and that the Foundation's OCIO supported the change and saw no major investment impact. After much deliberation and questions, the committee took action. On motion duly made, seconded, and carried, the following Minute Action was taken:

MINUTE ACTION: that the Executive Committee approves the new fees as outlined in the Endowment Establishment and Administration Policy.
Motion by: Dan Neumann Seconded by: Neda Nobari Motion: Passed

C. Proposed Operating & Campaign Budgets for FY 25 - 26: Treasurer Thompson-Ramsay provided an end-of-year outlook for the current fiscal year and presented the proposed operating and campaign budgets for the upcoming fiscal year. For the current fiscal year (2024–25), Thompson-Ramsay shared that the Foundation would have a projected net loss of approximately $86,000, an improvement from the originally approved net loss of $376,000. She said overall, the expenses came in lower than expected, reducing the net loss. She then highlighted a number of budget lines that were over by ~5% or more, including reimbursable salaries (overage due to CSU merit increases), audit services (overage due to additional tax filings related to new investments in multiple states), and professional services (overage due to expanded contract scope with North Pier for investment evaluations).

Thompson-Ramsay also presented the proposed budgets for the 2025-2026 fiscal year. She said the total budget combining operating and campaign expenses was approximately $3.5 million, with an operating budget of ~$1.3 million (including a 3% increase mostly for salary and inflation) and a campaign budget of ~$1.79 million for the first year of the fundraising campaign. She shared that the Foundation's operating budget would close the fiscal year with a projected net loss of $738,000, driven largely by campaign investments and continued advancement subsidies. Thompson-Ramsay noted that the campaign expenditures would be spent on a "spend then reimburse" basis so the full budget would likely not be spent immediately. Additionally, she shared that the revenue assumptions included an endowment administration fee of 1.5% given the fee increase and a new one-time 5% philanthropic allocation.

Thompson-Ramsay also presented the operating reserves balance. She said this was a CSU requirement for auxiliaries to maintain at least six months' working capital based on operating costs. She said the Foundation currently had $602,000 in working capital—comfortably above the required minimum of $515,000, so no adjustments were needed. In closing, Thompson-Ramsay said the budget planning assumed conservative hiring and expenditure timelines as actual campaign spending might vary. She added that the budgeted losses were intentional to support University Advancement's efforts and campaign launch, backed by accumulated surplus funds. On motion duly made, seconded, and carried, the following Minute Action was taken:

MINUTE ACTION: that the Executive Committee approves the proposed operating and campaign budgets for FY 25 - 26.
Motion by: Debra Plousha-Moore Seconded by: Dan Neumann Motion: Passed

D. Resolutions for Approval: Thompson-Ramsay presented three board resolutions, as follows:
   a. BOD #052225-1: To transfer Longmore Institute endowments totaling $81,000 to The Arc San Francisco. Approved by the Provost, Longmore Institute Advisory Council, Paul Longmore family and donors.
   b. BOD #052225-2: To direct the proceeds of $79,190 from the Estate of William C. Heath for the Department of Labor & Employment Studies, as follows:

    i. $25,000 to establish Bill Heath Scholarship Endowment Fund.
    ii. $25,000 to establish a quasi-endowment for departmental discretionary use.
    iii. $24,190 for current-use funds for educational activities.

c. BOD #052225-3: To transfer ownership of the Morgan Stanley Account from the University Corporation to San Francisco State University Foundation.

On motion duly made, seconded, and carried, the following Minute Action was taken:

MINUTE ACTION: that the Executive Committee adopts board resolutions BOD #052225-1, BOD #052225-2 and BOD #052225-3.
Motion by: Amy Chan   Seconded by: Debra Plousha-Moore   Motion: Passed

E. June 11, 2025 Board & Annual Meetings Agenda: Jackanicz reviewed the draft agendas for the June 11th Annual and Board meetings. He said the Annual Meeting had the standard items (elections, appointments, and committee assignments). He said the two key items were: 1) asking the board to endorse the fundraising campaign and ratify new revenue sources and 2) adoption of not only the operating budget for the upcoming fiscal year but the campaign budget. Jackanicz said the Annual Meeting would be followed by the Regular Board Meeting with updates on the fundraising campaign, alumni relations activities and board recruitment progress.

V. **Committee on Directors:** Plousha-Moore presented the proposed slate of directors for election and re-election, as follows:

Appointed by the President of the University and To Be Ratified by the Board of Directors:

Brandon Foley   July 1, 2024 – June 30, 2026

To Be Approved by the Board of Directors:

3-Year Term – Re-elected to a Second Term (July 1, 2025 – June 30, 2028)
Debra Plousha-Moore   2022 – 2028

3-Year Term – Re-elected to a Fourth Term (July 1, 2025 – June 30, 2028)
Don Endo   2016 - 2028

3-Year Term – Re-elected to a Fifth Term (July 1, 2025 – June 30, 2028)
Russ Stanley   2013 – 2028

3-Year Term – Re-elected to a Seventh Term (July 1, 2025 – June 30, 2028)
Leona Bridges   2009 - 2028
Dana Corvin   2008 - 2028

On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: That the Executive Committee recommends board approval of the proposed slate of appointed and re-elected directors for FY 25-26.
Motion by: John Gumas   Seconded by: Mary Huss   Motion: Passed

Plousha-Moore then reviewed the proposed slate of officers and committee chairs, effective July 1, 2025 – June 30, 2026, as follows:

President:	Jeff Jackanicz, VP of University Advancement
Chair:	Mary Huss
Immediate Past Chair:	Neda Nobari
Vice Chair:	Don Endo
Corporate Secretary:	Venesia Thompson-Ramsay, AVP Operations

Vince Anicetti, Chair, Alumni Relations Committee
Amy Chan, Chair, Audit Committee
Don Nasser, Chair, Committee on Athletics
Debra Plousha-Moore, Chair, Committee on Directors
John Gumas, Chair, Development Committee
Dan Neumann, Chair, Investment Committee

On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: That the Executive Committee recommends board approval of the proposed slate of officers and chairs for FY 2025-2026.
Motion by: <u>Dan Neumann</u> Seconded by: <u>Amy Chan</u> Motion: <u>Passed</u>

Plousha-Moore presented the roster of committee assignments for FY 2025 – 2026. On motion duly made, seconded, and unanimously carried, the following Minute Action was taken:

MINUTE ACTION: that the Executive Committee recommends board approval of the proposed board committee assignments for FY 25-26.
Motion by: <u>Mary Huss</u> Seconded by: <u>Amy Chan</u> Motion: <u>Passed</u>

VI. **Alumni Relations Committee Report**: Jackanicz provided the report. He said the Alumni Relations Committee had its inaugural meeting on March 27, 2025, via Zoom. In that meeting, the committee discussed the Hall of Fame Awards including strategic priorities for recognizing alumni and candidate selection process and naming conventions as well as outlined the timeline for next Hall of Fame selection cycle. Jackanicz also introduced the new comprehensive fundraising campaign (with a working goal of $225 million by 2031) and explored the committee's role in supporting the campaign, including personal donor engagement. Finally, the committee reviewed the Alumni Association's scholarship award process and discussed the need for increased alumni involvement.

VII. **Audit Committee Report**: Chan provided an update on the audit activities, noting that there had been limited activity since the last meeting on October 23, 2024, where the committee reviewed the Auditor's Report and accepted the FY23–24 financial statements. Chan said the Foundation's annual Form 990 was filed by the May 15, 2025 deadline with the Executive Committee reviewing a draft, per policy. She also reported that the current year audit prep was underway and that the FY24–25 interim audit had been completed. Finally, she said the audit kick-off meeting would be scheduled in the summer.

VIII. **Committee on Athletics Report**: No report.

IX. **Development Committee Report**: Gumas provided the report from the last development committee meeting held on May 5, 2025. He highlighted the fundraising campaign and shared that the team was transitioning from planning to activation, finalizing the campaign plan, forming the steering committee, and recruiting members. He also provided an update on the University's inaugural Gator Giving Day which raised $109,000 of its $100,000 goal. Finally, Gumas shared philanthropic progress for the current fiscal year, which was at 25% above goal.

X. **Investment Committee Report**: Neumann provided the report. He said the Investment Committee would meet the following week on May 28, 2025. For his update, he shared that the portfolio value was estimated at $163.6 million as of April 30, 2025. He said the year-to-date performance was modestly negative at -0.4%, outperforming the S&P 500 (-4.9%) due to diversification. Neumann provided some market context, in particular the uncertainty around global trade policy and tariffs. He said current tariffs remained historically restrictive, impacting consumption, revenues, profits, and potentially fueling inflation. Neumann said the Foundation's investment strategy was to maintain disciplined, long-term investments with gradual increase in private investments for long-term growth. He said there was some opportunistic equity rebalancing during market dips (post-February highs) with the portfolio demonstrating resilience in early April sell-off, declining less than half the drop in equity markets. Neumann said there was a strong rebound with an estimated +2.8% return through May 15, raising YTD estimate to +2.4%.

XI. **Other Business**: None.

XII. **Adjournment:** No further items were discussed. With Amy Chan making the motion to adjourn the meeting and Dan Neumann seconding the motion, the Executive Committee meeting of May 22, 2025, was adjourned at 1:16 PM.

Respectfully submitted,

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Mary Huss, Chair Date