

## MINUTES

### GOLDEN RAIN FOUNDATION OF WALNUT CREEK

#### REGULAR MEETING OF THE BOARD OF DIRECTORS TUESDAY, MARCH 9, 2010, AT 9:02 A.M.

A regular meeting of the Board of Directors of the Golden Rain Foundation (GRF) of Walnut Creek was convened by the Vice President, Sheldon Solloway, at 9:02 a.m. on Tuesday, March 9, 2010, in the Board Room at Gateway Complex, 1001 Golden Rain Road, Walnut Creek, California.

ROLL CALL: Present: Sheldon Solloway, Susan Williamson, Paul Rosenzweig, Fred W. Barnes, Phoebe E. Cortessis, Rita A. Fredlund, David H. Smith, Melvin N. Wall, and Warren T. Salmons, Chief Executive Officer (CEO), ex-officio member of the Board Attendance

Excused: Ronald W. Moschel

Also present were Richard S. Chakoff, Chief Financial Officer; Paul J. Donner, Director, Mutual Operations Division; Daniel L. Schrantz, Director, Trust Operations; Shannon M. Walpole, General Counsel, and Director, Confidential Services; Paulette L. Jones, Senior Manager, Executive Services; Maureen A. O'Rourke, Senior Manager, and Wilma Murray, Staff Writer, Communications Department; Dennis Bell, Public Safety Coordinator; Priscilla Tudor, Counseling Services Coordinator; and Susan F. Ritner, Program Manager, and George Ivanov, Program Assistant, Rossmoor Television Channel.

The Vice President called on the CEO, who introduced discussion of the first agenda item, Presentation regarding Promotional Program Funding, by giving background information on the subject and explaining staff's recommendation that the Board consider allocating \$7,500 to \$10,000 for fiscal year 2010 from the current working capital balance to address the continuing need for at least minimal funding for promotional activities. During the 2009 budget development process, there was a significant discussion of funding for various levels of effort to promote Rossmoor. No funding was approved. During the calendar year 2009, however, the Communications Department, specifically Channel 28, reallocated personnel resources to produce the Rossmoor promotion DVD. In addition, the volunteer Resident Ambassador Program was organized, and, in support of that effort, resources have been drawn from the Executive Services' and the Rossmoor News' operations budget to provide a display board, display photographs, promotional ball point pens, and copying of informational materials. These efforts, although modest, are absorbing resources not initially budgeted for promoting Rossmoor. But they are being utilized because promoting Rossmoor continues to be an important and desirable activity. The CEO asked for direction from the Board regarding allocating working capital for promotional activities during 2010, noting that if the Board supports doing that, the funds would be drawn with the collaborative input from the Senior Manager of Communications, Maureen O'Rourke, the Ambassador Program Board liaison, Susan Williamson, and himself. Promotional Program Funding Supported

Discussion followed. The consensus of the Board was that there was general support for providing some funding, not to exceed \$10,000, from working capital for promotional activities in 2010.

The next item on the agenda, Consideration of a Draft Mission Statement, was introduced by Mr. Solloway, Chairman of the Subcommittee appointed at the January 12<sup>th</sup> mid-month regular meeting of the Board to draft a GRF Mission Statement for consideration of the Board. Mr. Solloway reported that he and the other Subcommittee member, Mrs. Fredlund, did a lot of research on mission statements and, based on that research, determined that a mission statement should succinctly and clearly convey how an organization fills fundamental human needs; should be broad, inspirational, motivating, and compelling; should be flexible enough to last indefinitely; and should be meaningful and inspirational to people inside the organization. It should be a beacon. It should be concise and high blown but should also be explicit on values or goals. Based on those criteria, Mr. Solloway and Mrs. Fredlund drafted a Mission Statement comprised of statements of purpose and statements of values and goals (agenda attachment 4b-2) for the Board's consideration. However, as a result of comments he received regarding the draft Mission Statement, he and Mrs. Fredlund revised it. Mr. Solloway distributed copies of the revised Mission Statement and copies of the draft Mission Statement discussed at the November mid-month regular meeting of the Board, a copy of each is on file with the minutes. He then invited members of the Board to comment on the three draft Mission Statements. Each member of the Board expressed his/her opinions regarding the draft Mission Statements, saying what they liked or didn't like and some suggesting revisions. At the conclusion of discussion, Mr. Solloway said he and Mrs. Fredlund will take all of the comments under advisement and present a revised draft Mission Statement to the Board for consideration at a future meeting.

Mission  
Statement

Before concluding, the Vice President announced that the next end-of-the month regular meeting of the Board will be held on Thursday, March 25, 2010, at 9:00 a.m. in Peacock Hall at Gateway Complex; that the next mid-month regular meeting of the Board will be held on Tuesday, April 13, 2010, at 9:00 a.m. in the Fireside Room at Gateway Complex; and that the Board will meet in executive session following this meeting to discuss a legal matter.

Announce-  
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There being no further business to come before the Board, the meeting was recessed at 10:05 a.m. and reconvened in executive session at 10:20 a.m.

Recess

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Susan Williamson, Secretary  
Golden Rain Foundation of Walnut Creek