



## **AGENDA**

### **Board of Trustees Meeting Wednesday, April 17, 2024 Zoom**

- I. Welcome/Call to order/Roll Call – T. Armstrong, S. Bamsey, G. Beverage, D. Brown, B. Burge, G. Gonzales, U. Lewis, T. Walker
  - a. Excused –
  - b. Also Attending – P. Storm, D. Frank, S. Kaplan, C. High, J. Carnathan, T. Branson, Guests: J. Ross Parelli, Laura Horrock, Evelynne Ngure
- II. Additions to Agenda -
- III. Public Comment – Limited to 3 minutes each for a total of 15 minutes.
- IV. Consent Agenda – Items to be approved with one vote unless a Board member wishes to remove an item from this Agenda for discussion and a separate vote.
  - a. Vote - Approve the BOD Minutes from March 20, 2024
  - b. Vote – Evelynne Ngure as non-voting Youth Board Member – Resume attached
- V. Committee Report and Informational Items
  - a. B. Burge - Managing Director –
    - i. Third Quarter Report to the County -
    - ii. We will sponsor an award for rural photography for No CA at the CA State Fair
  - b. T. Armstrong - BOD President –
    - i. Date/Venue - Strategic Planning Meeting Date/Logistics – June 19 or ?
    - ii. BDOG BOD Activities – May 2
    - iii. Board of Supervisors Proclamation to ACPC for Arts Culture and Creativity Month for the month of April, April 23, 10:50am
    - iv. Potential Board Members: J. Ross Parelli, and Laura Horrock
  - c. D. Frank - Graphic Designer/Project Mgr. –
    - i. Constant Contact – See attached
    - ii. Garden Faire
    - iii. AEP6 – Outcomes and next steps
    - iv. Cultural Mapping Study – Next presentation
  - d. P. Storm – Media updates –

- e. Gloria Beverage – Grant Committee Update –
- f. Shana Kaplan – Grants Brainstorming Meeting, Zoom, May 16, 2024 -
- g. Catherine High – ACPC Holiday Potluck Lunch Party – December 8, 11:00 a.m. – 2:00 p.m. at Kilaga Springs Lodge, Sun City Lincoln Hills, 1167 Sun City Boulevard, Lincoln, CA 95648. All ACPC BOD, staff and committee members are invited to join us with one “other”. An invitation will go out to everyone in the Fall, and I will organize the “potluck” choices.

VI. Adjournment



## MINUTES

### Board of Trustees Meeting Wednesday, March 20, 2024

6:30 p.m.

Roseville Venture Lab  
316 Vernon Street  
Roseville, CA 95678

- I. Call to Order/Welcome/Roll Call – T. Armstrong, S. Bamsey, G. Beverage, D. Brown, B. Burge, D. Brown
  - a. Excused – G. Gonzales
  - b. Also Attending – P. Storm, D. Frank, S. Kaplan, C. High, J. Carnathan, Guest: Evelyn Ngue
  - c. Absent – T. Walker, U. Lewis
- II. Additions to Agenda – Judging criteria for the grants
- III. Public Comment – Limited to 3 minutes each or 15 total - none
- IV. Consent Agenda – Items to be approved with one vote unless a Board Member wishes to remove an item from this Agenda for discussion and a separate vote.
  - a. Approve the **February 21, 2024, Minutes** - Motion to approve, approved
  - b. Vote - Sierra Bamsey, Treasurer - Motion to approve, approved
- V. Board of Trustees – Discussion Items
  - a. Next Meeting Date **April 17, 2024, Zoom**
- VI. Committee Report and Informational Items
  - a. B. Burge - Managing Director –
    - i. Moving forward to using Google Sheets and Docs, shared documents - Staff is starting to learn, website is set up for it, good tool for shared collaboration on documents. The County does not use Google.
    - ii. Third Quarter Report to the County – Will start to put it together soon, due 4/15, waiting until Randy Cohen presentations were done. Request for information will go out shortly. Plan ahead if we use videos from the 3/14 Randy Cohen presentations.
    - iii. Art & Culture Guide SOW – The reason it’s been changed to two virtual from one printed and one virtual, was due to the lack of funding from ads

from major organizations. SOW has been adjusted to reflect this. Gloria Beverage has completed an article.

- iv. Terming out as a voting BOD member after six years, staying on as Managing Director and non-voting BOD member. BOD quorum will change. Looking for a board member with a legal background. T.A. has asked J. Ross Parelli, Beats Lyrics Leaders, about being a board member. Shana wants to contact the Washoe Tribe in Tahoe and others to explore partnerships and has a draft letter to request a meet and greet. Twiana also has some connections. B. Burge is planning on having an informal meet and greet w/Stan Padilla to discuss ways that we can work together in the future.
- v. ACPC Dashboard/Budget - Sierra Bamsey, Treasurer, has met with our bookkeeper, Barbara Wauters, Barbara Burge, Gloria Stern and Daniella Stepek at the County to go over financials.

b. T. Armstrong - BOD President –

- i. Date/Venue for Strategic Planning Meeting - Third Wednesday on June 19 instead of BOD meeting, staff welcome to attend, venue to be decided, probably at the Roseville Venture Lab. Strategic Planning was done prior to Covid. Time: \_\_\_\_\_
- ii. Twiana/Sierra – Big Day of Giving (BDOG) is Thursday, May 2. Early giving starts April 18. Board activities:
  - 1. Asking for full BOD participation.
  - 2. **BOD Videos** - Asking BOD five questions to explain how the arts are important and why I donate, to be on a short 30 sec video with longer text in comments, videos to be posted on social media. Whatever is donated from the BOD members, they will match outside donations up to whatever amount you set. Videos due to Patrick by April 1, will use them on the actual day of giving. Okay to post on your personal page and Patrick can find it. Talk to Patrick for more information.
  - 3. Please donate directly to Arts Council of Placer County by sending a check to our PO Box, or through our website (click on “Support the Arts” and “Donate”) and not through the BDOG website to save a hefty fee.
  - 4. Minimum charge card donation for BDOG is \$10.

c. D. Frank - Graphic Designer/Project Mgr. –

- i. Recap - Randy Cohen presentations March 14 - two presentations at two venues on the same day. T.A. kudos to Darci. D.F. 100% turnout of those who registered at 8:00 am, almost 100% at 11:00 presentation. Excellent turnout with the Supervisors. We need to roll out what Randy presented, possibly take the show on the road for those who didn't make it, video and/or presentation to various economic development departments. T.A

suggests try to pull them all together into one presentation, or one in Tahoe and one in south county. S.K. there are a couple of very well-endowed art organizations in Tahoe and the more we get our name out up there will help with future relationships. B.B. spoke to J. Ross Parelli who wants to partner with us. She has a lot of connections with corporations who make art donations and she's a friend of Jack Kohler. D.F. let's invite J. Ross to present to the BOD. P.S. would like BOD members to invite outside folks to join our BOD Zoom meetings. S.K. if we bring outside people in then the BOD members should be in attendance. B.B. said J. Ross is interested in participating in our Partner Program. T.A. pull certain slides out of Randy's presentation for a quick presentation with slides and live. B.B. suggests we pull the data from AEP6 to combine in Partner Program. Share the information with community-based organizations. D.F. will add in our thank you letters if they have any questions. Participants were engaged in the breakout tables. T.A. let's make a connection with Sac State, because Project One is planning a performing arts center. T.A. our role is to facilitate the needs to the money. June workshop with Arts in Education will use information from 3/14. B.B. said we are starting to be recognized as the umbrella organization working with the County. P.S. BOD should participate in the County Supervisors Zoom meetings regularly. B.B. Placer County was the top participant in the AEP6 study.


1. Cultural Mapping Study - Auburn Arts Commission is reaching out to us.
  2. Sierra Bamsey - Strategic planning, has a nice outline to use for this meeting, and will send it to Twiana and to Barbara.
- d. P. Storm – Media updates – We had four more interviews at Good Day Sacramento, two interviews at The Strum Shop, and at RTAA and coordinated an interview with Blue Line and Good Day. We had a good month. Open to hearing about events. FB & X are somewhat flat, engagements on Insta and YouTube are doing great.
- e. Sierra Bamsey – Potential Youth Board Member Introduction - Evelyn Ngunjiri - She is originally from Kenya, moved to Placer County in 2018, enrolled at Sierra College, design studies, wants to transfer to UC Davis. Interested in the arts, looking for community in the arts, met Darci at a class in Sierra, likes the diversity in our BOD. Interested in volunteering work with ACPC. Attracted to the general design studies at UC Davis as you can try many different areas of study. B.B. suggested she work with Jim Carnathan in outreach.
- f. Gloria Beverage – Grants Update - We have received 52 grant applications, and the grant committee is working on them now. April 1 is our discussion/scoring meeting. Decided that the criteria of 12 categories were too many and they will be shortened to ten or less for scoring. P.S. suggests 5 or 6, and the others to be discussion points, will change the scoring sheet to reflect what the committee wants.

- g. C. High – ACPC December 2024 Holiday Party – Let’s pick some dates in December that I can apply for, how long to reserve. First couple of weekends in December, Sat lunch Dec 7 or 14 11:00 to 2:00. Daytime better.
- h. Jim Carnathan – Outreach Events - Roseville 4/13 Maidu, artist Gina Grieco will help, 4/27 Wine Fest, Clay Fest, Kidpalooza will be in September in Auburn. T.A. wants to build a volunteer database, Sierra Bamsey has some ideas.
- i. B. Burge - nothing in our Bylaws to change the criteria for youth Board Member, topic for strategic planning.
- j. Congratulations to Delgreta Brown! She has been accepted by the Claremont University writing program! Still thinking about it.

VII. Adjournment - 8:14 p.m.

# EVELYNN NGURE

## CONTACT

 (916)-886-7460

 ngureween16@gmail.com

## SKILLS

Customer service

Collaborative

Detail and quality oriented

Quick solution-based thinking

## EDUCATION

**High School Diploma** 2019-2021

Woodcreek High School

**Associates Degree** Ongoing

Cosumnes River Collge

Sierra College

## LANGUAGES

English

Swahili

## PROFILE

Adaptable college student with over 2+ years of experience in a customer service position. Aiming to leverage my abilities to best fit my role in your company/business.

## WORK EXPERIENCE

### FOOD SERVICE WORKER

Mendocino Farms Roseville, CA

JAN 2023 - PRESENT

Certified Team Member

- Host- Greet and welcome guests into the store. Introduce menu and promotions to guests. Recommend items according to guests' preferences and allergies.
- Cashier- Take guests orders and communicate them accordingly to the kitchen.
- Expo- Handle and inspect food from kitchen. Add final touches such as utensils, napkins and sides.
- Online Expo- Handle online orders from website and outside delivery services. Take phone orders and answer any questions called into the store.
- Food Runner- Deliver food to guests, check in with guests and buss tables. Maintain lobby and outdoor area by sweeping , emptying out buss stations and trash.
- Catering- Bag, tag and flag orders. Create complete utensil set-ups for orders. Finalize orders with guests upon pick-up or delivery.

### PRODUCT BUILDER

Penumbra Roseville, CA

MAR 2022- AUG 2022

- Packaged finished products, labeled boxes and stacked for shipment.
- Adhered to safety practices and quality standards at all times.
- Worked efficiently to minimize material and time waste.
- Maintained organized work area by cleaning and removing hazards.

### STORE ASSOCIATE/ CASHIER

CVS Health Retail Roseville, CA

SEPT 2021- MAR 2022

- Responded promptly to customer needs.
- Kept knowledge of store policies, new promotions and monitored price changes.
- Helped customers complete purchases, locate items and join rewards programs.
- Collected and authorized payments for guests.
- Operated cash register for cash, check and credit card transactions with excellent accuracy skills.
- Worked closely with shift managers to solve problems and address customer concerns.

### FOOD SERVICE WORKER


Sierra Pointe Residential Care Facility, Roseville, CA


DEC 2019- JAN 2021

- Kept Knowledge of menu and specials, recommending specific items according to preference and food allergies.
- Collected vital feedback of diners' meal satisfaction and documented it for kitchen staff.
- Completed table resets by wiping down surfaces and refilling condiments and paper products.
- Cleaned the kitchen and food preparation areas and set them for the next shift.
- Delivered food and beverages to residents' rooms.
- Maintained lobby areas for residents and their guests.

# Laura Horrocks

MBA

 [Laura.horrocks@gmail.com](mailto:Laura.horrocks@gmail.com)

 916.599.6660

 [LinkedIn](#)

## Professional Summary

Experienced finance leader with 17+ years of Finance and Operational experience in the Telecom, Federal Contracting, Facilities Maintenance, Manufacturing, and Non-profit industries. Bachelor's degree in finance and MBA in strategy, certification in strategy.

Demonstrated leadership ability, strategic intention, problem solving, and analytical skills. Proven track record of strategic financial planning, budget management, and financial analysis.

## Education

**MBA, Strategy** - UC Irvine, 2012

**BS, Finance** - Cal Poly, SLO 2006

**Strategy Certification**- Harvard Business Online, 2023

## Technical Skills



## Additional Information

**California Compensation Commission** 2019 - 2025  
Governor Appointment, State of California

**Catalyst Leadership Program Graduate** 2018  
Sacramento Asian Pacific Chamber of Commerce

**Youth Philharmonic Orchestra Board of Directors, San Diego** 2014

**Lakeside Little League Board Member** 2023

**Toastmasters, local Treasurer** 2022-2024

## Experience & Accomplishments

### **Director, Financial Planning & Analysis** 4/2023 – Present **PRIDE Industries**

FP&A Director for \$500M+, 5k employee non-profit with double bottom-line focus on financials and employing people with disabilities. Overseeing company-wide financial and employee planning for short- and long-term goals, reporting for C-Suite and Board of Directors.

- Improved forecasting process to align targets with company goals and prioritize spend to align with strategic initiatives
- Implemented phase 2 of Program Management Reviews to allow leadership to focus on key financial and performance metrics across large volume of Federal and Commercial contracts and building relationships with Operational leadership
- Created spend approval gates to improve G&A rate and control cost increases not directly tied to strategy
- Standardized definition of people-centered metrics for Mission reporting to ensure cross-departmental alignment
- Partnered with Pricing Manage to enhance new bid pricing process specifically around G&L and DLO rates, resulting in operational accountability post bid award
- Mentored future leader, manage team of 6

### **Finance Manager** 4/2018 – 4/2023 **PRIDE Industries**

- Redesigned the forecasting process to more efficiently capture data from 160+ budget owners resulting in ownership & accountability at program and line of business levels
- Brought company strategy to the forefront of Operations and G&A by redesigning the quarterly business reviews (QBR) to focus on future impact to key initiatives
- Built and maintained banking relationships and financing negotiations for line of credit, equipment financing, and mortgage lending
- Implemented process for human capital review for G&A positions to improve controls over hiring process
- Rolled out PowerBI reporting tool to all P&L and KPI owners to support data-driven decisions through enhanced reporting & dashboards
- Lead a team of 7 analysts

### **Senior Financial Analyst** 2/2015 – 4/2018 **PRIDE Industries**


- Completed ad hoc analysis and advanced excel models for strategic planning including wage analyses, new business line modeling, developing new performance metrics, return on investment (ROI), and risk analysis
- Strategic planning & ROI for impending legislature impacts to vocational fee programs
- Formalized the Capital Expenditure forecast process and ownership of asset utilization, including return on asset reporting (ROA)
- Financed real estate loan to allow for positive cash flow and growth
- Responsible for budget consolidation for P&L, Balance Sheet, & Cash Flow



# Laura Horrocks

MBA

 [Laura.horrocks@gmail.com](mailto:Laura.horrocks@gmail.com)

 916.599.6660

## Experience & Accomplishments, Cont.

### ***Consultant, Executive Customer Service Leadership***

**11/2011 - 2/2015**

#### **Verizon Wireless**

*Promoted through several roles in different organizations, supporting Corporate and Operational Finance leadership. Roles included variety of opportunities that ranged from compliance to FP&A to operational KPI metric development.*

- Data, reporting and analytic support for Customer Service leadership for key performance indicators (KPIs) & dashboards
- Financial and performance modeling for 4,500 people (Tableau) to maximize customer service efficiency throughout peak and off-peak call-in times, including cost per call, average call time, and net promoter scores
- Developed strategy for monitoring & improving operational performance through analysis of leading drivers in quality, financial, and strategic metrics
- Successfully delayed closing call center location by proving operational metrics more than offset the higher cost of labor
- Mentored and led small team of analysts

### ***Financial Analyst, Customer Service Operations***

**7/2009 - 11/2011**

#### **Verizon Wireless**

- Created rolling financial forecasts driven by performance modeling
- Created statistical model to prove the correlation of certain performance metrics to financial performance, used for developing operational management plan
- Increased Employee Engagement recognition by 40% with incentive reporting & ROI analysis
- Created staffing database to forecast human capital needs for 4,500 people
- Streamlined journal entry process to improve month end close processes

### ***Financial Analyst, Finance Audit and Reporting***

**11/2006 - 7/2009**

#### **Verizon Wireless**

- M&A experience - managed transition of accounting functions for acquisition of smaller company, including vendor management and reporting to ensure continued vendor loyalty and minimizing cash flow volatility
- Audit & compliance reporting for unclaimed property
- SOX reporting



**Dear Prospective Arts Council of Placer County Board Member:**

We are very pleased that you are considering an appointment to the Board of Trustees of the Arts Council of Placer County.

Since 1983, the Arts Council of Placer County has been building community throughout Placer County. We believe that art should be a part of everyday living and that, when it is, everyone in the community benefits from a higher quality of life.

*Catalyst for the Arts and Humanities*

As the designated State-Local partner of Placer County and the California Arts Council, our programs and services encourage and support the public to “experience art in all degrees.” ACPC provides artists and art lovers with many different resources for staying connected. Our Art Events Calendar provides a comprehensive list of upcoming events and our Arts Directory includes listings of Placer County Artists, Venues and Organizations.

Our Community Arts Grants are made possible by funding from Placer County, the California Arts Council and local contributions. Over \$80,000 is annually allotted for this program and covers a wide variety of Arts in Placer County.

**OUR MISSION**

***The Arts Council of Placer County is a catalyst for the arts and humanities throughout Placer County serving residents, visitors, artists, arts organizations and partner agencies with programs, advocacy, resources, collaboration and support in Placer County.***

If you are interested in learning more about joining the Board of Trustees, please reply to Chairperson Barbara Burge at [barbaraburge45@gmail.com](mailto:barbaraburge45@gmail.com) and a Board member will contact you to set up an interview.

**OUR GOALS**

- Identify, assess and promote the cultural interests of residents and visitors to Placer County;
- Encourage the development of culturally diverse programs and services to meet the needs of residents and visitors to Placer County;

- Expand arts awareness, participation and expression in Placer County;
- Increase private and public sector support to implement arts programming and activities.

#### **TERM OF OFFICE**

The term of office for all Board Members shall be two years. Members of the Board of Trustees may not serve more than three successive two-year terms. However, former Directors who have not served on the Board for a period of one year or longer may again be elected to the Board of Directors.

#### **BOARD MEETING SCHEDULE**

The Board of Trustees meets on the third Monday of the month.

Sincerely,

Barbara Burge  
Chairman  
Board of Trustees  
Arts Council of Placer  
County

**Please Provide the Following Information.**

**PLEASE ATTACH A CURRENT RESUME, BIO OR CV**

Name of prospective board member: Laura Horrocks

Title (if any): Director of Financial Planning & Analysis

Organization (if any): PRIDE Industries

Mailing Address: \_\_\_\_\_

City, State, Zip: Granite Bay, CA 95746

Telephone Work: \_\_\_\_\_ Home: \_\_\_\_\_ Mobile: 916-599-6660

E-Mail: laura.horrocks@gmail.com

Source of referral/information: \_\_\_\_\_

# BOARD MEMBER EXPECTATION STATEMENT

## Board Governance

Support the Arts Council of Placer County mission, purposes, goals, policies, programs and services while knowing its strengths and needs.

The job of the Board of Trustees is to focus and improve the organization's operations, governance, policies and procedures.

Attend and participate in all monthly Board meetings.

Ask timely and substantive questions at board meetings while supporting the majority decision on issues decided by the board.

Suggest agenda items for board and committee meetings to ensure that significant policy-related matters are addressed.

Make and follow through with recommendations and suggestions for Board action.

Read and understand the Arts Council of Placer County financial statements and help the Board fulfill its fiduciary responsibility.

Be familiar with the Arts Council of Placer County By-Laws.

Serve on a Board Committee or Task Force.

## Participation

Actively participate in the Arts Council of Placer County fundraising events, special events, programs and activities.

Contribute your specific skills to the current programming and long-range future planning of the Arts Council of Placer County.

Contribute ideas, strategies and activity support to raise funds for the Arts Council of Placer County.

## Fiscal Support

Agree to participate in raising funds, whenever possible, for the Arts Council of Placer County using events or grants, or through your individual or institutional contacts.

Communicate with your networks to promote the Arts Council of Placer County and actively solicit their support of the Arts Council of Placer County.

Act in the most ethical manner. Avoid even the appearance of a conflict of interest that might embarrass the board or the Arts Council of Placer County and disclose any possible conflicts of interest in a timely manner. Never accept or offer favors or gifts from/to anyone who does business with the Arts Council of Placer County.

Suggest possible nominees to the board who you believe would make significant contributions to the work of the board and to the progress and success of the Arts Council of Placer County.

**I understand the expectations outlined above and agree to fulfill these expectations to the best of my ability should I be appointed to the Board of Trustees for the Arts Council of Placer County.**

Applicant Signature  Date: 3/18/2024

BOARD OF TRUSTEES FINANCE DASHBOARD FOR MONTH ENDING March 31, 2024

	3/31/24	3/31/23	Variance	Budget YTD 2023(2024)	Over/Under	Annual Budget
<b>Profit and Loss Report:</b>	<i>Actual</i>	<i>Actual</i>	<i>Actual</i>			
Gross Income	\$258,865.00	\$205,372.24	\$53,492.76	\$198,160.00	\$60,805.00	\$322,200.00
Expenses	\$132,789.91	\$173,690.20	(\$40,890.29)	\$209,345.51	(\$76,565.60)	\$283,244.00
Net Income	\$126,165.99	\$31,692.04	\$94,473.05	(\$11,185.51)	\$137,360.60	\$38,966.00
<b>Cash Position (Balance Sheet Report)*</b>						
<b>Current Assets</b>						
Cash Accounts	\$155,212.94					
Accounts Receivable	\$0.00					
Prepaid Expenses						
<b>Total</b>	<b>\$155,212.94</b>					
<b>Current Liabilities</b>						
Accounts Payable	616.23					
Other Curr Liabilities - Visa, PR Tx, LeC	\$28,743.93					
Deferred Revenue						
<b>Total</b>	<b>\$29,360.16</b>					
<b>Cash Position</b>	<b>\$125,852.78</b>					
* Balance Sheet less Fixed Assets, Depreciation, Long Term Liabilities and Equity						

# MARCH 2024

## ALL EMailS

Custom Dates

Feb 29, 2024

Mar 31, 2024

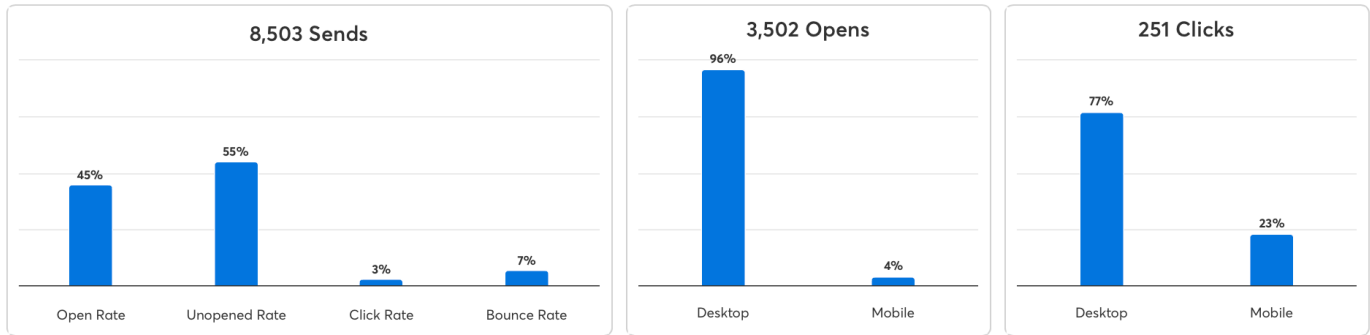
Click rate



### Overview

Download As

A look at some of your top emailing stats during the selected time range.



## ARTS SCENE

### Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent <b>5674</b>	Open Rate <b>44.9%</b>	Click Rate <b>3.5%</b>
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Opens	2358	Clicks	183
Sent	5674	Did Not Open	2898
Bounces	418	Unsubscribed	1
Successful Deliveries	5256	Spam Reports	0
Desktop Open Percentage	96%	Mobile Open Percentage	4%



# MARCH 2024

## Constant Contact

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Mon, Mar 11, 2024, 11:44 AM	<a href="#">Momentum &amp; Muffins AEP6 Randy Cohen Reminder</a>	770	293 42%	14 2%	77 10%	0 0%
<input type="checkbox"/>	Mon, Mar 11, 2024, 8:56 AM	<a href="#">Call to Artists: Misfits and more 2024</a>	2,059	851 44%	54 3%	141 7%	3 1%