
African American Cultural Center Fund Development Subcommittee

Monday, April 22, 2019
11:00am

Expo Arts Center
4321 Atlantic Ave.
Long Beach, CA 90807

MEETING NOTES

Attendance:

Subcommittee Members: Sharon McLucas (Chair); Adisa Anderson; Charles Brown; Dr. Alex Norman (virtually); Sakkara Thomas; Max Viltz

City Staff: Monique Kosal, Council District 8; Alvin Teng, City of Long Beach

1. Welcome

Chair McLucas began the meeting at 11:15am. She informed the group that Dr. Alex Norman was unable to join in person due to personal matters and Daysha Austin was unable to join due to a scheduling conflict.

2. Introductions

Each member introduced themselves and their respective organizations and commented on why they were involved in this process.

3. Fiscal Agent Discussion

Chair McLucas initiated a discussion on the selection of a Fiscal Agent for the African American Cultural Center to receive and process financial donations. Max Viltz presented a proposal from LBCAP to serve as the fiscal agent. She noted that after previous discussion, the Arts Council is not eligible to serve this function. LBCAP had offered its services with a 13% administrative fee. This is the same rate that LBCAP is charging Councilmember Richardson's office for unrelated work. Subcommittee Members also suggested Partners of Parks, which charges a 12% fee.

Charles Brown suggested that, while Partners of Parks is an experienced organization, LBCAP could offer future partnership opportunities and networks.



Sakkara Thomas mentioned that she would like to see in written form a list of the services that would be provided by LBCAP and would like for them to provide regular reports.

Dr. Norman (on a phone call) recommended that the Subcommittee go with the organization that offers the lowest rate, since the fiscal agent's responsibility is mostly administrative and office work. He recommended that members investigate Community Partners and South Coast Interfaith Council. However, he noted that there is nothing to prevent the Committee from changing to another fiscal agent in the future, and thus recommended going with LBCAP pending the identification of another fiscal agent.

Other discussion continued about the advantages of LBCAP and the criteria by which another organization may be identified. Subcommittee members noted that, beyond the administrative services provided, organizations such as LBCAP may offer future opportunities for partnership, facilities, and fundraising networks.

Chair McLucas entertained a motion to (1) Recommend LBCAP as the fiscal agent to the AACC Advisory Committee on April 30, (2) Formally request LBCAP submit an MOU proposal with full scope of services for review and distribution prior to the April 30 Committee Meeting, (3) Direct Max Viltz and Charles Brown to research the fees associated with at least two other potential fiscal agent organizations, and (4) Direct Chair Sharon McLucas to reconvene the Fund Development Subcommittee by phone to reconsider the recommendation if an organization with a significantly smaller fee is found. This motion passed unanimously.

4. Marketing Campaign Discussion

Dr. Alex Norman initiated a conversation on Marketing. He noted the large financial requirements associated with creating the African American Cultural Center and the need to identify large donors and corporate sponsors who would be interested in contributing.

Max Viltz noted that grant writing resources are also necessary, since there are many youth, cultural, and historical-related grant funding that could be leveraged.

Dr. Norman recommended that the Subcommittee begin to identify potential sources of funding, such as Black millionaires or Black churches in the area, who will also generate interest and support from the community. He also noted that there are resources on the Advisory Committee, such as Sharon McLucas' marketing abilities, that can be used towards this end as well.

Charles Brown mentioned that the Committee should also work to ensure that the City does not get disengaged after this Community Visioning Process as well.



Sharon McLucas noted that, due to limited resources, Social Media will play an important role in soliciting individual donations and publicizing the fundraising campaign.

Sakkara Thomas mentioned that the City has resources that could be helpful, such as the Long Beach Convention and Visitors Bureau (CVB). Max Viltz noted that Loren Simpson, Director of Digital Communication for CVB, is a member of the Advisory Committee.

The Subcommittee noted that Lord Cultural Resources, as nationwide experts in the development of African American cultural centers, would have strong The Subcommittee requested that City Staff ask Lord if they can include a fundraising strategy and an inventory of institutional donors in their final report.

The Subcommittee also discussed the need for a fundraising campaign. The Subcommittee requested that City Staff investigate the possibility and cost of including fundraising materials in utility bills. Sharon McLucas noted that she had a connection to an artist who could design a logo for fundraising materials.

5. Scheduling of Next Meeting

The Subcommittee agreed to schedule monthly meetings on the second Mondays of each month. The next subcommittee meeting will be on Monday, May 13 at 11:00am in Councilmember Austin's office.

6. The meeting was adjourned at 1:00pm.



General Overview of Fiscal Sponsorship

Long Beach Community Action Partnership (LBCAP)

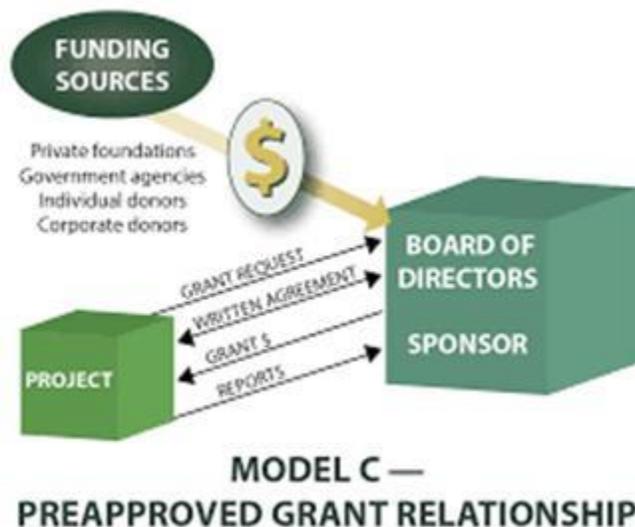
LBCAP (Sponsor) responsible for:

- Retain fiscal sponsorship fee between 13% to 18% of total funding amount
- Fiscal sponsorship range includes Accounts Payable, Receivable to full Service accounting
- Retains supervision and control of funds
- Process payables under current check cycle (every other week)
- Draft Subgrant Agreement
- Provide accounting reports to Project

Project responsible for:

- Assumes responsibility for grant writing with final approval by LBCAP prior to submission
- Ensure liability and all related insurances are covered under program expenses
- Enter into Subgrant Agreement
- Provide written reports to Sponsor on program activity
- Ensures program activities align with Sponsors mission and vision
- Include LBCAP logo in all written and digital materials for the sponsored project

Model C Illustration: General relationship between Sponsor and Project



From: *Fiscal Sponsorship, 6 ways to do it right.* by Gregory L. Colvin