



## PASADENA VILLAGE BOARD OF DIRECTORS

### MINUTES

Tuesday, October 21, 2025 - 4:00 pm - Village Office

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**PRESENT:** Nolan Arcos, Sally Asmundson, Katie Brandon, Bridget Brewster, Michelle Chiu, Doug Colliflower, Lorrie Gray, Dan Guerrero, Rick Holliday, Phil Hoge, Betty Ann Jansen, Sue Kujawa, Barbara Madden, Dick Myers, Paula Rao, Ron Stoffers, Jo Yeargin

**UNABLE TO ATTEND:** Wayne April, Shad Cruz, Sam Gopinathan

**VILLAGE GUESTS:** Karen Bagnard, Ron Scott

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#### **PRESIDENT REPORT**

We now have 253 Villagers. 23 new Villagers since January 2025 and 4 have left for various reasons.

#### **SECRETARY REPORT**

Minutes for September 4, 2025

*Action:* tabled until November meeting.

Minutes for September 16, 2025

*Action:* tabled until November meeting.

#### **FUNCTIONAL AREA REPORT: *Development*** [full report attached]

Directors serving in this group: Rick Holiday, Dan Guerrero, Betty Ann Jansen, Bridget Brewster, Doug Colliflower

- ***Development Committee Mission and Structure***

The development committee oversees all fundraising planning, donor stewardship, partnership cultivation, and resource development strategies to ensure the financial health and growth of Pasadena Village. The annual fundraising goal is \$250,000 for operations through grants, individual and corporate donors, legacy gifts, membership dues (only 30% of annual budget), and events. It would enhance fundraising efforts to include business partnership expertise, perhaps as a Board Director or forming an Advisory Committee.

- ***Functional Areas***

To successfully meet budgetary needs, emphasis is on both marketing and fundraising. To achieve this the strategy will be to strengthen and market Planned Giving and Legacy Society to build long-term funds, build a Business Partnership and Sponsorship Program, deepen member engagement through peer-to-peer fundraising, volunteer-led drives, and gratitude stewardship as well as hosting annual donor and sponsor recognition events to sustain relationships.

- ***Restructured Development Committee***

Include a new Business Partnerships Board position, with sub-committees focused on Major Gifts, Corporate/Community Sponsorships, Annual Fund/Donor Stewardship, Grants and Foundations.

## **VICE PRESIDENT REPORT**

Only 59 Villager photos left to be taken, reflecting significant progress. Statistics indicate that various Village activities demonstrate good attendance overall.

## **TREASURER REPORT**

Year-end Financial Reports and August Activity Statement compare favorably with past years. A request was made to include year-to-year comparisons. The Fire Relief Fund reflects a balance of \$61,755 to be allocated by end of year.

## **DEVELOPMENT COMMITTEE REPORT**

The Village received gift cards for Fire Relief from AKA Sorority, Ivy Foundation and the Assistance League. We received grants from Annenberg, California Community Foundation and Project Hope. So far, two businesses have renewed their Sponsorships

The *Vintage Event* is in need of greater promotion to boost ticket sales. Board Directors were encouraged to extend personal invitations to new Villagers and others who might like to learn about the Village in a relaxed atmosphere. Consideration is being given to hosting a private event for Village Business and Corporate Sponsors in an effort to engage them more effectively in the Village mission.

## **POLICY REVIEW**

Sue Kujawa introduced a draft of a new Transportation Policy for Board approval.

**Action:** tabled for final review and vote at the November meeting.

Barbara Madden introduced a revised version of Internal Policy for Accepting New Members.

**Action:** tabled for final review and vote at the November meeting.

## **MORNING BREW UPDATE**

Although attendance overall was not great, the experience for those who did attend was positive with expressions of appreciation for the opportunity to ask questions of Board Directors. An alternative suggestion for future is a quarterly Town Hall with Board Directors and Villagers.

## **EXECUTIVE DIRECTOR REPORT**

- A document with detailed descriptions of all staff roles and functions was distributed.
- ***Rides Update***
- Part-time Driver, Rick Valladares, began September 26, 2025 and is doing an excellent job and is willing to be on-call as needed.  
September: 13 trips with the Village Van, 6 rides for Villagers; 5 to others  
October: 24 trips (mostly rides, a few moving items); 20 rides for Villagers; 5 to others  
Rides with Butterfli Ride Service have been reduced
- ***Fire Relief and Recovery Update***  
Centering Sounds Concerts have been successful. At the 9/24 concert 120+ requested gift cards. We have partnered with 7 other organizations through the Eaton Fire Collaborative to follow up with these requests. We also distributed gift cards provided to us by other non-profits.
- ***The Collaboratory***
- The Eaton Fire Collaborative opened ***The Collaboratory*** in Altadena October 7, 2025. Pasadena Village is one of 200 partners. About 20 nonprofits have offices there. Our wellness partners collaborated on The Wellness Room. We also helped with a call for artists to install their work in the space, including Villagers. Karen Barnard and Jim Hendrick.
- ***On the Go! Transportation Fair***  
Pasadena Village will host a free transportation fair October 14 at the Robinson Recreation Center where Villagers and the public can connect with businesses and organizations who provide transportation solutions including rideshares, public transportation, e-bikes, and delivery options.

## **OTHER BUSINESS**

Villager guest, Karen Bagnard expressed appreciation for the opportunity to attend our Board Meeting and for the time and effort given to Morning Brew. She also mentioned that she and Beverly LaFontaine hosted a Potluck for new Villagers and plan to continue with this.

## **ADJOURNED**

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**NEXT MEETING:** Tuesday, November 21, 2025 – 4:00pm via ZOOM