



Agenda

Royal Oak City Commission Special Meeting

Monday, December 16, 2024, 7:00 p.m.

City Hall Commission Chambers Room 121

203 South Troy Street

Royal Oak, MI 48067

Anyone planning to attend the meeting who has need of special assistance under the Americans with Disabilities Act (ADA) is asked to contact the city clerk's office at 248-246-3050 at least two (2) business days prior to the meeting.

Pages

- | | | |
|----|---|---|
| 1. | Call to Order by Mayor Fournier | |
| 2. | Approval of Agenda | |
| 3. | Presentation of Royal Oak Civic Foundation Annual Report by Thomas McGannon, Royal Oak Civic Foundation Chairperson | 2 |
| 4. | Approval of Request for Reappointment of Two Board Trustees | |
| 5. | Public Comment | |
| 6. | Adjournment | |

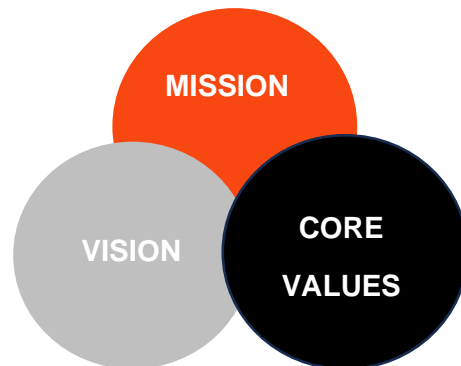


Royal Oak Civic Foundation 2024 Annual Member Meeting Reporting on Fiscal Year 23-24

The **Royal Oak Civic Foundation** operates as the city's IRS-designated 501(c)(3) charitable non-profit foundation. The city is the sole member of the foundation and as such, must hold an annual meeting. This report is compiled by the board of trustees and is presented as the annual summary of the foundation's efforts in the fiscal year 2023-2024.

Organizational Background Summary-

The Royal Oak Civic Foundation's (ROCF) creation evolved from the previous ROOTS community benefit organization and was approved by the Royal Oak city commission in March 2019. The foundation was formally designated as a 501 (c)(3) organization in March 2020. Since then, the foundation has worked to solidify its non-profit set-up with the state and within municipal operations. In 2023, The ROCF established its own web site and can now be found at royaloakcivicfoundation.org



MISSION: The Royal Oak Civic Foundation improves the city's health, safety, and cultural opportunities by inspiring the philanthropy of residents and business leaders to support a thriving, resilient community.

VISION: Royal Oak: Where everyone thrives.

CORE VALUES:

- **Collaboration** – We seek to maximize impact by incorporating diverse community stakeholders' feedback, expertise, and resources.
- **Creativity** – We encourage imaginative and innovative solutions to foster positive changes in our community.
- **Integrity** – We operate transparently with the highest level of professional and ethical behavior in our endeavors and encourage the spirit of generosity.
- **Respect and Equity** – We operate justly, without discrimination, to ensure equitable access to all. We celebrate the unique attributes of individuals and treat each other with sensitivity and respect.
- **Strategy** – We engage in strategic thinking that allows for efficient planning, objective data-driven decisions, and nimbleness to meet community needs.

Jill Martin is the staff liaison and acts as the foundation's executive director. Several staff in multiple departments assist the foundation in its work to support city entities and community philanthropy.



Royal Oak Civic Foundation
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The foundation supports city entities and community needs initiatives. It is set up as a sole member, non-profit organization. The sole member is the city of Royal Oak, as represented by the Royal Oak City Commission. The ROCF is managed and governed by a board of trustees:

BOARD OF TRUSTEES

- Tom McGannon* – Chair (2nd term expires in October 2025)
- Amanda Sears – Vice Chair (Vacant Effective December 16, 2024)
- Darian Neubecker – Treasurer (Requesting 2nd term to expire in 2027)
- Sharlan Douglas* – Secretary (2nd term expires in October 2025)
- Peter Provenzano* – Trustee (2nd term expires in October 2025)
- Alex Fike* – Trustee (2nd term expires in October 2025)
- Howard H. Collens – Trustee (1st term expires in October 2025)
- Christopher Bower – Trustee (1st term expires in October 2025)
- John Peetz – Trustee (1st term expires in October 2026)
- David Guest – Trustee (1st term expires in October 2026)
- Julie Lyons Bricker – Trustee (1st term expires in October 2026)

* Founding Trustees

FY 23-24 Financial Summary – The year-end financial document shows the June 30, 2024, year-end total revenue as \$182,154.85 and total expenses of \$151,221.63. The foundation's beginning balance was \$177,223 and ended the fiscal year with \$77,531.08 in total funds.

Some of the foundation's major donors include:

Corewell Health:	\$97,623
Arts Beats & Eats Foundation:	\$29,163
Family of Pat Paruch:	\$20,000
Boji Group:	\$16,000
Barbara V. Grinke Charity Funds	\$ 9,000
Meijer:	\$ 6,000
Darian Neubecker:	\$ 4,300

The ROCF received annual directed grants/donations as listed below by fund:

- The Senior Center received \$92,823.00
- The Animal Shelter received \$ 8,330.00
- The Public Library received \$ 6,012.00
- The Nature Society received \$ 5,120.00
- The Parks & Recreation Department received \$ 32,986.33
- The Commission for the Arts received \$60.00
- The Juneteenth Event received \$5,000
- The ROCF unrestricted fund received \$ 39,233.19
- The Arts, Beats & Eats on 5th Charity Preview Event 2023 \$29,550

Operational Activities Summary-

The foundation also undertook several internal operational tasks including:

1. Developed and approved the Fiscal Year 24-25 Budget (See attachment)
2. Held first (proposed annual) fundraiser: Arts Beats and Eats on 5th Charity Preview Event
3. Completed first grant program for city entities.
4. Partnered with Meijer in 2023 “Shop with a Hero” program
5. The board also engaged recruitment of one additional trustee to fill the vacancy created by Amanda Sears who elected not to pursue a second term. The board respectfully requests, as part of this annual member meeting, the consideration and approval of the presented candidate, Jennifer Banovetz-Bastian. (See Attachment #1)

Royal Oak Civic Foundation Investing in our Community

Community Legacy Grants:



The **Royal Oak Public Library** was awarded a \$2,000 Civic Foundation grant towards the purchase of a library vending machine, similar to the one pictured here.

The project will provide innovative library access for patrons in the north end of Royal Oak, with convenient access at Woodward Corner Market. It will be located at the café inside the market during the store's regular hours.

Adding this fully integrated vending machine expands access to more residents in a convenient and cost-effective way, allowing them to simply scan their library card to select materials from up to two hundred items. Patrons can check out books, pick up holds and return items at their convenience.

It is anticipated that the addition of this satellite library kiosk will encourage more Royal Oakers to obtain their library card.

Installation date: November 14, 2024.



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The **Royal Oak Senior Essential Services (R.O.S.E.S)** program administered through the Leo Mahany / Harold Meininger Senior Community Center was also awarded a \$2,000 grant from the Civic Foundation to meet the needs of seniors that had been “waitlisted” for yardwork assistance. The services included cutting the grass, weed whipping, edging, and trimming shrubs during the months of July & August



First Annual Fundraiser: Arts Beats and Eats on 5th Charity Preview Event



Originally planned as an outdoor event, temperatures in the 90s and threats of 70 mph winds and possible tornadoes, called for a change of plans! Not to be dissuaded, more than 250 guests attended the Royal Oak Civic Foundation’s first major fundraising event on August 24, 2023, which was held inside the Bistro on 5th bar/restaurant.

The event provided a “taste” of premium food and entertainment as well as some art vendors as a preview of what was to come at Royal Oak’s annual Labor Day festival, Arts Beats and Eats. The evening offered a VIP opportunity for area businesses and community leaders and other influential Royal Oak stakeholders to gather together and network.

The ROCF Board was extremely honored to host such a successful event, and to have taken the significant step in growing the organization’s public presence and fundraising abilities raising close to \$30,000 in its first year.



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UPDATE: Community Needs Granting Erb Foundation donates \$250,000



Plans for the Arboretum moved along through the winter of 23/24 with the design, engineering and bid processes. To date, the following major elements have been completed: 1) sign face replaced, 2) sixty trees sourced/planted, 3) crosswalk pathway constructed on Lexington Blvd for Tenhave Woods connectivity, and 4) water source tapped and spigots installed at various points throughout the arboretum. The pathway is also expected to be complete at the end of 2024.

Community Event – Shop with a Hero 2023

December 2023 Shop with a Hero Campaign

Royal Oak Meijer and the Civic Foundation once again partnered in the 2023 Shop with a Hero event. On December 18th, Royal Oak Meijer, Royal Oak Civic Foundation, local police and fire officers, American Legion members, and the Royal Oak Schools teamed up again to help local families through the 2023 'Shop with a Hero' event. Meijer, which has sponsored this event for the past 23 years, again combined donations with Royal Oak Civic Foundation. Local Heroes helped the children do their shopping. A merry band of volunteers from the local schools, Royal Oak Youth Assistance, Royal Oak city staff, and the Royal Oak Civic Foundation wrapped gifts for the children. 'Thank You' to Meijer and all the volunteers!



FY 24-25 Goals Summary

2024-2025

Continue administration of donor-directed grants.

Continue monitoring needs of legacy agencies

Expand promotion and marketing to build awareness and advocacy and support fundraising.

Board development: Add marketing and **fundraising expertise**

Seek unrestricted donations for community benefits fund through events and direct solicitation



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2025-2026

Continue administration of donor-directed grants.
Continue monitoring needs of legacy agencies
Work with city to identify capital project for possible major gifts campaign
Board development: Add fundraising/grantmaking expertise and seek influential donor/leaders
Continue pursuit of unrestricted donations through events and annual giving
Seek legacy and major gifts; establish an endowment

2026-2027

Continue administration of donor-directed grants.
Continue monitoring needs of legacy agencies
Continue pursuit of unrestricted donations through events, annual giving and legacy gift recruitment
Devise campaign for capital project and recruit lead donors
Board development: Add high-visibility trustee(s) (media, sports)

2027-2028

Continue administration of donor-directed grants.
Continue monitoring needs of legacy agencies
Continue pursuit of unrestricted donations through events, annual giving and legacy gift recruitment
Complete fundraising for capital project
Endowment fund generates enough income to support staff and overhead



**Royal Oak Civic Foundation
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Attachment #1

Recommendation of ROCF Candidate Trustees –

The ROCF Board of Trustees respectfully requests the sole member (the city commission, as the representative of the city of Royal Oak) to consider and approve the below recommended candidate trustee for a standard three year-term to the Royal Oak Civic Foundation's Board of Trustees. The Board further requests the reappointment of below listed incumbent(s) to a second term (to expire 2027).

Incumbent Candidate Trustees seeking a 2nd term (2027 expiration):

Darian Neubecker – Treasurer

New Candidate Trustee seeking a 1st term (2028 expiration):

Jennifer Banovetz-Bastian –

Jennifer is currently a strategic communications consultant with leadership experience in executive coaching, brand development, messaging, media strategy, speechwriting, stakeholder engagement, and business development. She holds a Bachelor of Arts in Communications with a Minor in English from Oakland University (Rochester, MI). Her skill set includes; Research, Communications Strategy, Content Development, Social Media Management, Public Relations, Brand Marketing, Corporate Communications, Employee/Internal Communications, Media Relations, Business Development, Event Management, Financial Resource Management and Team Leadership.



Royal Oak Civic Foundation
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Attachment #2

23-24 Year End Activity - 4 pages

Royal Oak Civic Foundation
Balance Sheet
As of June 30, 2024

Accrual Basis

	<u>Jun 30, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
1 - ROCF	77,531.08
Total Checking/Savings	77,531.08
Total Current Assets	77,531.08
TOTAL ASSETS	77,531.08
LIABILITIES & EQUITY	
Equity	
30000 - Opening Balance Equity	32,194.05
32000 - Unrestricted Net Assets	14,403.81
Net Income	30,933.22
Total Equity	77,531.08
TOTAL LIABILITIES & EQUITY	77,531.08

Royal Oak Civic Foundation

Revenue & Expense Budget vs. Actual

July 2023 through June 2024

	Jul '23 - Jun ...	Budget	% of Budget
Ordinary Income/Expense			
Income			
43000 · Interest			
43010 · Interest on Checking/Savings	5.64	0.00	100.0%
43020 · Interest on Investments/CDs	0.00	0.00	0.0%
43000 · Interest - Other	1,326.01	500.00	265.2%
Total 43000 · Interest	1,331.65	500.00	266.3%
43300 · Direct Public Grant Donations			
43310 · Corporate and Business Grants	11,000.00		
43330 · Foundation and Trust Grants	24,000.00	125,000.00	19.2%
43340 · Nonprofit Organization Grants	46,510.00		
Total 43300 · Direct Public Grant Donations	81,510.00	125,000.00	65.2%
43400 · Undesignated Donations			
43450 · Individual Contributions	6,358.98	45,800.00	13.9%
43460 · Business Contributions	425.00	17,000.00	2.5%
43470 · Legacies and Bequests	2,125.00		
43400 · Undesignated Donations - Other	4,173.88		
Total 43400 · Undesignated Donations	13,082.86	62,800.00	20.8%
43500 · Donor Designated Donations			
43550 · Individual Contributions	15,247.33	20,000.00	76.2%
43560 · Business Contributions	16,490.00	50,000.00	33.0%
43500 · Donor Designated Donations - Other	20,708.50		
Total 43500 · Donor Designated Donations	52,445.83	70,000.00	74.9%
46400 · Other Types of Income			
46430 · Miscellaneous Revenue	10.00	0.00	100.0%
Total 46400 · Other Types of Income	10.00	0.00	100.0%
49000 · Special Events and Campaigns			
49010 · Special Events Sponsorship ABE	713.01	0.00	100.0%
49011 · Special Events Ticket Sales ABE	311.50	0.00	100.0%
49020 · Campaign Donation - Mass Mailer	0.00	0.00	0.0%
49000 · Special Events and Campaigns - Other	32,750.00		
Total 49000 · Special Events and Campaigns	33,774.51	0.00	100.0%
Total Income	182,154.85	258,300.00	70.5%
Gross Profit	182,154.85	258,300.00	70.5%
Expense			
60200 · Direct Public Grants			
60210 · Direct Public Grants - ERB	0.00	0.00	0.0%
Total 60200 · Direct Public Grants	0.00	0.00	0.0%
60300 · Undesignated Fund Distributions			
60310 · Awards to City Entities	-17,930.50	10,000.00	-179.3%
60320 · Awards to Community	0.00	15,000.00	0.0%
60300 · Undesignated Fund Distributions - Other	-550.00		
Total 60300 · Undesignated Fund Distributions	-18,480.50	25,000.00	-73.9%
60400 · Donor Designated Distributions			
60410 · Distributed to City Entities	126,945.33	190,000.00	66.8%
60420 · Distributed to Comm'ty Events	11,000.00	5,000.00	220.0%
Total 60400 · Donor Designated Distributions	137,945.33	195,000.00	70.7%

Royal Oak Civic Foundation
Revenue & Expense Budget vs. Actual
July 2023 through June 2024

	Jul '23 - Jun ...	Budget	% of Budget
60500 · Special Events Costs			
60510 · ABE Event Costs	0.00	0.00	0.0%
60511 · ABE Ticket Sponsorship Costs	0.00	0.00	0.0%
60520 · Campaign Costs - Mass Mailer	0.00	0.00	0.0%
Total 60500 · Special Events Costs	0.00	0.00	0.0%
62100 · Contract Services			
62110 · Accounting Fees	1,045.00	1,500.00	69.7%
62130 · Fundraising Fees	28,417.55	15,000.00	189.5%
62140 · Legal Fees	0.00	0.00	0.0%
62100 · Contract Services - Other	836.00		
Total 62100 · Contract Services	30,298.55	16,500.00	183.6%
65000 · Operations			
65005 · Bank Fees	99.80	35.00	285.1%
65006 · Credit Card Processing Fees	22.19		
65015 · CRM software	1,045.13	4,056.00	25.8%
65020 · Postage, Mailing Service	0.00	250.00	0.0%
65040 · Supplies	0.00	0.00	0.0%
65000 · Operations - Other	72.13		
Total 65000 · Operations	1,239.25	4,341.00	28.5%
65100 · Other Types of Expenses			
65110 · Marketing Expenses	0.00	6,500.00	0.0%
65115 · Fundraising Expenses	0.00	0.00	0.0%
65120 · Insurance - Liability, D and O	0.00	850.00	0.0%
65135 · Nonprofit Annual Report Fee	20.00	20.00	100.0%
65150 · Memberships and Dues	199.00	15.00	1,326.7%
65160 · Other Costs	0.00	0.00	0.0%
65170 · Staff Development	0.00	200.00	0.0%
Total 65100 · Other Types of Expenses	219.00	7,585.00	2.9%
Total Expense	151,221.63	248,426.00	60.9%
Net Ordinary Income	30,933.22	9,874.00	313.3%
Net Income	30,933.22	9,874.00	313.3%

Royal Oak Civic Foundation

Budget Analysis

FY 2022-2023; 2023-2024; 2024-2025

	FY 2022/2023	FY 2023/2024	DRAFT FY 2024/2025 - Presented April 2024	APPROVED FY 2024/2025 BUDGET	Notes
Ordinary Income/Expense					
Income					
43000 Interest					
43010 Interest on Checking/Savings	85.00	500.00	85.00	25.00	
43020 Interest on Investment/CDs	-	-	-	2,500.00	Added to account for CD interest for excess cash
43000 Interest - Other	-	-	-	-	
Total 43400 Undesignated Donations	85.00	500.00	85.00	2,525.00	
43300 Direct Public Grant Donations					
43330 Foundation and Trust Grants	-	125,000.00	-	125,000.00	Included 2nd Tranche of ERB Grant
Total 43300 Direct Public Grant Donations	-	125,000.00	-	125,000.00	
43400 Undesignated Donations					
43450 Individual Contributions	45,800.00	45,800.00	20,000.00	6,500.00	Review 23-24 FY and Trended
43460 Business Contributions	17,000.00	17,000.00	57,500.00	4,500.00	Review 23-24 FY and Trended
Total 43400 Undesignated Donations	62,800.00	62,800.00	77,500.00	11,000.00	
43500 Donor Designated Donations					
43550 Individual Contributions	9,850.00	20,000.00	17,500.00	21,500.00	Review 23-24 FY and Trended
43560 Business Contributions	22,634.00	50,000.00	95,000.00	146,000.00	Review 23-24 FY and Trended
Total 43500 Donor Designated Donations	32,484.00	70,000.00	112,500.00	167,500.00	
46400 Other Types of Income					
46430 Miscellaneous Revenue	-	-	-	75.00	
Total 46400 Other Types of Income	-	-	-	75.00	
49000 Special Events and Campaigns					
49010 Special Events Sponsorship ABE	-	-	-	45,000.00	Separated ABE Event Estimates
49011 Special Events Ticket Sales ABE	-	-	-	19,500.00	Separated ABE Event Estimates - 350 GA Tickets; 20 VIP Tickets
49020 Campaign Donation - Mass Mailer	-	-	-	10,000.00	Estimate of Proceeds from Mass Mailer
Total 49000 Special Events and Campaigns	-	-	-	74,500.00	
Total Income	95,369.00	258,300.00	190,085.00	380,600.00	
Gross Profit	95,369.00	258,300.00	190,085.00	380,600.00	
Expense					
60200 Direct Public Grants					
60210 Direct Public Grants - ERB	-	-	-	125,000.00	Payment of 2nd Tranche of ERB Grant
Total 60200 Direct Public Grants	-	-	-	125,000.00	
60300 Undesignated Fund Distributions					
60310 Awards To City Entities	12,000.00	10,000.00	12,500.00	5,000.00	Review 23-24 FY and Trended
60320 Awards to Community	16,000.00	15,000.00	8,500.00	6,000.00	Review 23-24 FY and Trended
Total 60300 Undesignated Fund Distributions	28,000.00	25,000.00	21,000.00	11,000.00	
60400 Donor Designated Distributions					
60410 Distributed to City Entities	25,284.00	190,000.00	95,000.00	155,000.00	Review 23-24 FY and Trended
60420 Distributed to Comm'ty Events	7,200.00	5,000.00	17,500.00	12,500.00	Review 23-24 FY and Trended
Total 60400 Donor Designated Distributions	32,484.00	195,000.00	112,500.00	167,500.00	
60500 Special Events Costs					
60510 ABE Event Costs	-	-	-	32,500.00	ABE Estimate of Witz's costs (bumped for increased attendance and inflation)
60511 ABE Ticket Sponsorship Costs	-	-	-	11,250.00	Separated ABE Event Estimates - 300 GA Tickets by Ticket Sponsors w/ 75% to Ticket Sponsors
60520 Campaign Costs - Mass Mailer	-	-	-	10,000.00	Estimate of Cost of Mass Mailer (\$1 per Mailer; 10k households)
Total 60500 Special Events Costs	-	-	-	53,750.00	
62100 Contract Services					
62110 Accounting Fees	1,500.00	1,500.00	1,500.00	1,250.00	Estimate; May be Pro Bono?; Quickbooks Online
62130 Fundraising Fees	15,029.32	15,000.00	32,500.00	850.00	Estimate of cost of eTapestry Processing Fees (look to require donors to pay?)
62140 Legal Fees	-	-	-	1,200.00	Budget for general legal
Total 62100 Contract Services	16,529.32	16,500.00	34,000.00	3,300.00	
65000 Operations					
65005 Bank Fees	35.00	35.00	175.00	-	Jill to work w/ Huntington to waive
65015 CRM software	4,056.00	4,056.00	4,250.00	4,250.00	Cost of Blackbaud/eTapestry
65020 Postage, Mailing Service	200.00	250.00	125.00	125.00	
65040 Supplies	-	-	-	-	
Total 65000 Operations	4,291.00	4,341.00	4,550.00	4,375.00	
65100 Other Types of Expenses					
65110 Marketing Expenses	6,500.00	6,500.00	3,500.00	5,100.00	Budget at 425/month of general marketing costs
65115 Fundraising Expenses	-	-	-	10,000.00	Budget from Fundraising Committee for Planned Giving Promotion
65120 Insurance - Liability, D and O	850.00	850.00	900.00	1,250.00	Budgeted increase for current D&O Policy
65135 Nonprofit Annual Report Fee	20.00	20.00	20.00	20.00	
65150 Memberships and Dues	15.00	15.00	225.00	225.00	
65160 Other Costs	-	-	-	-	
65170 Staff Development	200.00	200.00	-	-	
Total 65100 Other Types of Expenses	7,585.00	7,585.00	4,645.00	16,595.00	
Total Expense	88,889.32	248,426.00	176,695.00	381,520.00	
Net Ordinary Income	6,479.68	9,874.00	13,390.00	(920.00)	
Net Income	6,479.68	9,874.00	13,390.00	(920.00)	