



BOARD OF DIRECTORS AGENDA REPORT

MEETING DATE: **MARCH 23, 2023** ITEM: **8B**

SUBJECT: **Vote on Whether or Not to Enter Into an Agreement with Heroes Hall Veterans Foundation for a Serenity Walk Donation Program**

DATE: March 17, 2023

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

Action Item

BACKGROUND

At its January 2023 meeting, the Board of Directors approved moving forward with the Serenity Walk project at Heroes Hall. Leading up to that approval, there were discussions regarding working with the Heroes Hall Veterans Foundation to launch a donation plan that would allow the public to contribute to the project through the donation of engraved pavers, benches, etc.

Staff is proposing entering into an agreement with the Heroes Hall Veterans Foundation to coordinate and manage a donation program in order for the donations made by the public to be tax deductible.

Donors would be informed that items in conjunction with their donations would be the sole property of the OC Fair & Event Center (OCFEC) and that said property could be moved, altered or removed by OCFEC staff at any time.

Staff would work with the Heroes Hall Veterans Foundation to develop the details of a donation program which would include the Foundation's use of the Heroes Hall logo in marketing materials for the program. A fair market value and donation levels would be established with the Foundation and the agreement would include the understanding that the Foundation would provide all funds raised from the program, including those that exceed the fair market value of each donated item, to OCFEC in a timely manner.

If approved, staff would work with the Heroes Hall Veterans Foundation to develop the details of the donation plan and bring the agreement back to the OCFEC Board of Directors for approval.

RECOMMENDATION

Staff recommends approval to move forward with drafting an agreement with the Heroes Hall Veterans Foundation to develop a donations program in support of the Serenity Walk at Heroes Hall.