



BOARD OF DIRECTORS
January 20, 2026

Board Members Present:

Marta Van Loan, President
Lucinda Cartwright, Treasurer
Suzanne Chapot, Secretary
Laura Philpot, Board Member
Linda Meza, Board Member
Kyle Hurley, Board Member (Virtually)
Tania Brugger, Board Member

Board Members Absent:

Stuart M. McCullough, Board Member

Staff and Guests:

Darrell Foote, Inform PR
Rebecca Clancy, Scribe, Inform PR
Steven Combs, Nonprofit Megaphone

Call to Order and Introductions and Welcome

Meeting brought to order at 4:35pm and welcomed the guest Steven Combs with Nonprofit Megaphone.

Nonprofit Megaphone Presentation

Steven Combs presented the purpose of Nonprofit Megaphone which is a Google Ad Grant Program, started in 2003 to allow non-profits to be the sponsored space at the top of each Google search page. The company performs a type of holistic grant management, creates best practices with weekly account management and review to ensure compliance to regulations.

The cost of the program depends on the need, pace and goals for the organization, but low end is \$400 per month, while high end is about \$2,000 per month. The grant process takes between three and fourteen days, depending on if the ads meet qualifications or require edits. General requirements for the Google Ad Grant include 10 separate and different landing pages of promotable content, like resources, events, history, all geared to attract a specific donor. Nonprofit Megaphone would apply for the grant on MCF's behalf and help MCF with the website to get the acceptance, then would ensure Google policies work with the published ads.

Lisa Meza added that Google analyzes the web content and the Google Ad grant helps generate warm leads: people looking up an issue MCF relates to and the pages presented are what that person expects and will interface with the MCF site.

Steven Combs continued that Google is not that picky and while hundreds of organizations may show in a bid, Megaphone can get creative to deploy key word strategies to thin out the results.

Marta Van Loan suggested that MCF would begin work on the website with a potential rebrand and asked Steven Combs reach out again as a tickler.

Steven Combs will send an email in a month, thanked us for our time and closed the meeting.

Acceptance of Previous Meeting Minutes:

As there were no changes to the minutes, Tania Brugger moved for the approval of the January minutes. Lucinda Cartwright seconded, all in favor. Motion passed.

Motion 2026-1: January MCF Meeting Minutes approved.

President's Report

Marta Van Loan announced Stuart McCullough has submitted his resignation from the MCF Board via email this afternoon.

Treasurer's Report

Lucinda Cartwright referenced the Financial Summary noting the market appreciation and depreciation is just a paper gain or loss until the funds are cashed. The last couple months show a depreciation, but dividends and interest are offsetting it. Funds were moved to match the small grants program which is illustrated by the check activity. The holiday appeal earned over six thousand dollars. Marta Van Loan requests to write personal notes on the Thank You Receipts.

Marta Van Loan moved to accept the Treasurer's Report, Tania Brugger seconded, all in favor. Motion passed.

Motion 2026-2: Acceptance of the Treasurer's Report.

MCF Brand Refresh

Marta Van Loan reported regarding the questionnaire Linda Meza provided, along with the AI generated sample logo ideas, and would give a designer a road map to follow, and they were meant to provoke thought and discussion. Linda Meza reported best practice is to figure out the who, why, what for's of the foundation that can drive the branding process. Basically, we want our website to be our welcome mat and our tagline to reflect the purpose of the foundation. The logo can be place centric, community focused or growth based. The current task is to work through the questionnaire provided, preferably in pairs, and avoid pushing the refresh down the road too far. Story telling may help provide examples of MCF's focus areas, so publishing an electronic newsletter may assist in better communication and connection with the community. Ideas can be shared via email and the group can compare and share ideas to assist in the process.

General Discussion

Grant Opportunities

The grant opportunities for District 5 were strictly reimbursable and the only thing we could ask to be reimbursed for is the city grants pilot. Marta Van Loan has not received a response to her

inquiry email regarding this possibility.

Marta Van Loan has applied for a grant from Mechanics Bank, with a request for a \$10k match at the local level.

The Bay Area Air District has a grant application window open until May 1st, to which Marta Van Loan is interested in applying, as MCF supports the impacted community.

Membership

Marta Van Loan reported the necessity to recruit board members, to which Kyle Hurley, Tania Brugger and Laura Philpot each provided contact information for potential members. There can be a total of thirteen board members.

Acknowledgements

Lucinda Cartwright suggested acknowledging Stuart McCullough's time and dedication to this board with a plaque similar to prior acknowledgements.

Tania Brugger moved to purchase a plaque for Stuart McCullough, not to exceed \$150.00, Laura Philpot seconded. All in favor. Motion passed.

Motion 2026-3: Acceptance of recommendation to purchase acknowledgement plaque not to exceed \$150.00 honoring Stuart McCullough's service to MCF.

Nominating Committee

The annual meeting for selection of new officers is March 17th. Suzanne Chapot is agreeable to stay as Secretary. Lucinda Cartwright is agreeable to stay as Treasurer. No other member nominated or self-nominated for a board position.

Next Meeting Date:

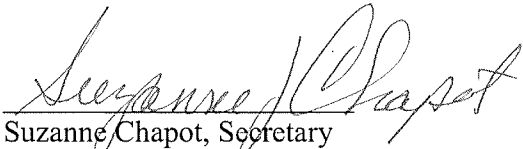
Next meeting date: Tuesday, March 17th at 4:30pm.

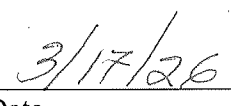
Adjourn:

There being no further business, Suzanne Chapot moved to adjourn the meeting at 6:00pm, Laura Philpot seconded. All in favor. Motion passed.

Motion 2026-4: January MCF Board Meeting Adjourned at 6:00 PM.

Respectfully submitted,


Suzanne Chapot, Secretary


Date