



Smart Coast California

Protect Our Coast



Winter Stakeholder Meeting

Thursday, January 13, 2022



Smart Coast California: Who We Are

- Smart Coast California is a 501(c)6 established in 2019 to **promote and advocate** for property rights and smart land use policies affecting California's 1,100 miles of coastline.
- We **vet policies** and consider each community as unique and a “one size fits all” approach to coastal properties does not work.
- Smart Coast California has a **multipronged approach** to commonsense land use policies that will keep our coast beautiful and protect property rights.

Welcome!



JOE PRIAN
President
San Luis Obispo



PAUL GRISANTI
Vice President
Malibu



CHRIS ANDERSON
San Diego



ERIN BARRY
Orange County



KATIE BEACOCK
Marin
New Member



SUZAN CARNE
South Bay Los Angeles
New Member



RYAN OLE HASS
Treasurer
Los Angeles



JERI BECKER
Secretary
Ojai



CARLA FARLEY
Immediate Past President
San Diego



JOYCE ENDO
Orange County



AARON LEIDER
Los Angeles



ROSE MARIE MCNAIR
Santa Cruz
New Member



VALERIE MISHKIN
Santa Cruz
New Member

2022

Board of Directors



REYNE STAPELMANN
Santa Barbara



JEREL TAYLOR
Malibu



JUDY TAYLOR
San Mateo



Don Schmitz

President and Principal Planner



SCHMITZ & ASSOCIATES, INC

Leaders of Land Use Planning for a Better Community



SMART
COAST
CALIFORNIA

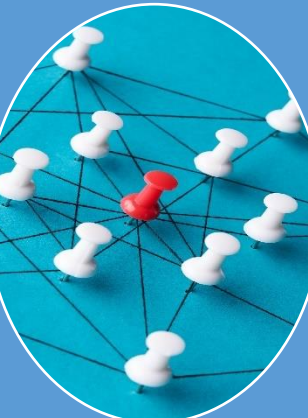


Otto Catrina

President




CALIFORNIA
ASSOCIATION
OF REALTORS®



BOARD/STAFF
ADVOCACY WORK




ADVOCACY ON
LEGISLATION




COMMUNICATIONS



GOVERNING
DOCUMENTS
BYLAWS & POLICY



FUNDRAISING
STRATEGIC PLAN

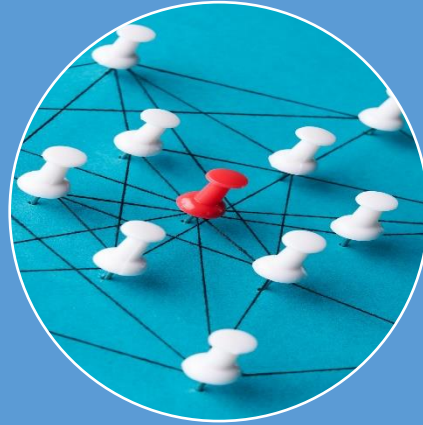


INITIATED SUMMIT



ACTIVE
FUNDRAISING

2021 ACCOMPLISHMENTS



BOARD/STAFF ADVOCACY WORK

Meetings/Presentations:

Elected Officials | AOR's | Homeowner Associations (HOA's) | CA Ports | Chambers of Commerce/Business Groups
Coastal Commission | League of CA Cities | Local Governments

2021 ACCOMPLISHMENTS



ADVOCACY ON LEGISLATION

AB 500

SB 627

2021 ACCOMPLISHMENTS



COMMUNICATIONS

Roughly 250 Requesting Newsletters

2021 ACCOMPLISHMENTS



GOVERNING DOCUMENTS BYLAWS & POLICY

New Policy Manual
Updated Bylaws

2021 ACCOMPLISHMENTS



FUNDRAISING STRATEGIC PLAN

Established Goals & Funding Streams

Donor Prospect Plan

Fundraising Tactics & Tiers

2021 ACCOMPLISHMENTS



INITIATED SUMMIT

SAVE THE DATE
May 12 – 13, 2022
Long Beach, CA

2021 ACCOMPLISHMENTS



ACTIVE FUNDRAISING

GRAND TOTAL 2021 GRANTS: \$1,007,000

\$212,000 NAR Issues Mob Grant (August 2021) | \$300,000 CAR Issues Mob Grant (October 2021)

\$495,000 NAR Issues Mob Grant (December 2021)

\$49,500 AOR Contributions (Annual contribution 2021) | \$7,700 Direct Contributions (since April 2021)

2021 ACCOMPLISHMENTS

BY THE NUMBERS



WORKING WITH AOR'S



- Library of items to help with advocacy
- AOR: advocacy everywhere
- AOR: Consumer grant
- AOR: Approval of SCCa policies
- AOR: Provide Members for testimony
- SCCa: Provide technical assistance
- SCCa: Provide template letters
- Invoicing AOR's January 2022

<u>2022 Annual "Skin-in the Game" Contribution</u> <u>(minimum)</u>	
Petite (1-200).....	\$500
Small (201-500).....	\$1,000
Medium I (501-1500).....	\$1,500
Medium II (1501-3000).....	\$2,000
Large (3001-6000).....	\$2,500
Jumbo (6,001+).....	\$3,000

WORKING WITH THE COMMUNITY

- SCCa: Presentation to groups
 - About SCCa
 - About proposed plans/programs
- SCCa: Library of items to help with advocacy
- Community: Respond to Call for Action – submit letters
- Community: Request participation at meetings



2022 Action Items

- Continue Tracking & Advocacy
- Walking Tour – Postponed
- Summit in Long Beach – May 12-13
- Proposed Organizational Strategic Plan Update
- Milliman Consultant Study Phase 2
- Active Fundraising



SMART
COAST
CALIFORNIA

NEW FUNDRAISING TIERS

Founding Partner Annual Support \$25,000



- Founding Partner logo placement on all printed marketing materials
- Founding Partner logo placement on all email correspondence with clickable link
- Founding partner logo placement on SmartCoastCa.org with clickable link
- Presenting Sponsorship position for SCCa Policy Summit with 6 complimentary passes
- Hosting sponsor of two *Meet and Greets* annually
- Seat on Honorary Board
- Dedicated Media Alert announcing partnership support
- Access to all SCCa data and resources

Advising Partner Annual Support \$10,000



- Advising Partner logo placement on all printed marketing materials
- Advising Partner logo placement on all email correspondence with clickable link
- Advising Partner logo placement on SmartCoastCa.org with clickable link
- Partner Sponsorship position for SCCa Policy Summit with 2 complimentary passes
- Hosting Sponsor of one *Meet and Greet* annually
- Seat on Honorary Board
- Dedicated Media Alert announcing partnership support
- Access to all SCCa data and resources

Stakeholder Partner Annual Support \$5,000



- Stakeholder Partner logo placement on all printed marketing materials
- Stakeholder Partner logo placement on all email correspondence
- Stakeholder Partner logo placement on SmartCoastCa.org with clickable link
- 2 complimentary passes to SCCa Policy Summit
- Seat on Honorary Board
- Access to all SCCa data and resources

ADVISORY & HONORARY BOARDS

- Advisory Board - provide non-binding strategic advice to the BOD and update the by-laws accordingly
- Honorary Board – individuals who provide contributions and influence the organization, development of board members and classifications

COMMITTEE PARTICIPATION

Open to all stakeholders

- Communications
 - Finance
 - Policy

Submit your interest!





SMART COAST CALIFORNIA POLICY SUMMIT
"ONE CALIFORNIA, ONE COAST"

LONG BEACH | MAY 13, 2022 | SMARTCOASTCA.ORG

Connect with Us!

Website



www.smartcoastca.org

Committee
Interest



[www.smartcoastca.org/
committee-interest.html](http://www.smartcoastca.org/committee-interest.html)

Sign Up



[www.smartcoastca.org/
sign-up.html](http://www.smartcoastca.org/sign-up.html)