



DEVELOPMENT COMMITTEE MINUTES

January 10, 2022

Members Present: April Clayton, Daryl Ferguson, Jordan Jessup, Bryce Mackay, Brett Peterson, Cathy Rixey

Members Absent:

Staff Present: Rachel Evey, Ellora La Shier, Jill Leonard, Mireya Sanchez

Call to order at 12:10 pm

1) CONSENT AGENDA

- A. December 2021 Minutes- Approved by consent

2) OLD BUSINESS

- A. Year-End Appeal Results – Ellora La Shier- Year-end appeal went very well. Significantly more raised than last year. Up from \$69K to \$119K. Two large gifts this year: \$50k for nursing scholarships, \$25K for HVAC scholarships. Taking away those large gifts, we still have consistent numbers and donors from the prior year. Discussion of donor types going from recaptured to retained from 2020 to 2021; also seeing donor upgrades or increases in amount given by retained donors. Participated in GiveNCW, which yielded \$7,200.
- B. Donor Appreciation Event (February 24)- discussion of how engagement of donors has continued in the absence of events. This will be a stewardship event to welcome donors back to campus, including tours of first floor of Mish ee twie. Guest list in the works. Virtual tour will be recorded for any donors unable to attend in person. Review of invitation by committee. Suggestion to send email invitation as well as print.
- C. Business After Hours (March 31)- No invitation as it is a chamber event. We will promote through Foundation newsletter and social media. Discussion regarding a “bingo” style activity to get attendees moving through the building and mingling. Once complete, their name will be put into a drawing for a prize. Request for board members to attend and help lead tours.
- D. Women’s Philanthropy Event (April 16 or 22)- Evening social with brief presentation by WVC leadership. Broadening guest list to diversify donors. Suggestion to involve agriculture industry. Request to get a female VP as speaker. Suggestion to request Dr. Chio Flores. Discussion regarding date, Friday vs. Saturday and likelihood of higher attendance on either day, and hours that would be more convenient for donors to attend. Suggestion of Friday evening, April 22nd from 4-6 pm. Discussion regarding theme for the event; mailed and virtual invitation. Review of invitation by committee- suggestion to mention women’s philanthropy on the front cover of invitation and provide a target for proceeds. Due to earlier time frame, suggestion to reduce ticket price from \$100 to \$50. Agreement from all committee members on date, time and ticket price.

3) NEW BUSINESS

- A. Foundation Awards- Five awards given historically. Description and discussion of each award and how the recipients are selected. Discussion regarding Women’s Philanthropy event and Award. Proposal by Rachel Evey to change name formally, and make it a public nomination process according to guidelines given in committee packet. Suggestion to

- utilize a press release to announce public nomination and allow donors to select a winner prior to the event, with announcement of award at the event.
- B. Fun Run (May)
 - i. Meeting with ASWVC: January 31 @ 8:30am (Zoom)- hoping to partner with ASWVC to handle planning and execution of event to provide some separation of duties and assistance.
 - ii. Meeting with ASWVC-O: TBD

4) OTHER BUSINESS

- A. Partnership with WVC Communication Department- Proposal to have board members interviewed by students, which will be part of their formal coursework. Ability to use those interviews for the Foundation's marketing, spotlights, newsletters, etc.
- B. Report to the Full Board- Make sure full board is aware of events, and invite them to meetings where events are discussed.

Adjournment at 1:07pm

Minutes taken by Mireya Sanchez