



## DEVELOPMENT COMMITTEE MINUTES

March 6, 2024

**Members present:** Jessica Gilmore, Jorden Jessup, Brett Peterson, Cathy Rixey

**Members absent:** April Clayton, Daryl Ferguson, Bryce Mackay, Danielle Marchant

**Staff present:** Lupe Brito, Mireya Sanchez, Emily Scovill

### CALL TO ORDER 12:07

#### 1) CONSENT AGENDA

- A. February 2024 Minutes approved by consent without changes.

#### 2) OLD BUSINESS

- A. Annual Foundation Celebration – May 9
  - i. Review Draft Invitation- designed by Emily Scovill in cooperation with Cathy Rixey to coordinate color scheme and decoration for the event itself. The paper will have a seed packet attached that will invite recipients to plant the seed packet. Discussion regarding event reminders.
  - ii. Draft Event Briefing- review of memo in packet and plan of activities for the evening. Request from board members to have the list of scholarship recipients sent to them, so they can make contact with any recipients they know and give a personal invitation to attend the event. Request to let the development committee review the questions proposed for the panel. Discussion of past events and how this one is changing direction into more of an appreciation and connection event.
- B. Spring Appeal
  - i. Newsletter Format- going forward, there will be a more specific ask and less of a newsletter format or general request. Previous years have shown a decline in giving, so the appeal will go out as more of a letter with a specific gift request.
  - ii. Donor Survey- given the issues with the end of year appeal printing, there will be a survey that goes out with the spring appeal. This is an engagement tactic and will be included with a prepaid envelope to send back to us either with or without a donation.
  - iii. Thank-a-thon Phone Campaign- this was an event that was last held in 2018 and is being considered as a way to re-engage and touch base with donors. Concern and hesitancy expressed by committee members. Request for staff to contact program directors and see if any students would participate in the campaign calling lapsed donors along with board members.
- C. Debrief- Business After Hours- some issues with setup due to miscommunication with facilities, foundation staff was able to rectify. Overall positive feedback with good socialization and movement through the room. Suggestion to consider location in the future, as the MAC has limitations on where food and drink can be taken. This event takes place right after work, so the timeline of arrival is complicated for some folks and can

present difficulties for those who arrive late to the event. Maguire Center is a good alternative. All options will be considered for future events.

**3) NEW BUSINESS**

- A. Knight at the AppleSox – June 11- FYI to board members, more information will come in future weeks. Discussion regarding how best to benefit Knights Kupboard, as the food drive has not been very successful in previous years. Past discussions have included working with concessions to do a portion of proceeds for WVC, so those discussions will take place with AppleSox staff.

**ADJOURNMENT 1:05pm**

**Minutes taken by Mireya Sanchez**