



EVENTS & OUTREACH COMMITTEE

MINUTES

October 12, 2020

Via Zoom

MEMBERS PRESENT: Jordan Jessup, Marile Kunkel, Bryce Mackay, Lyle Markhart

MEMBERS ABSENT: Kathy Coffman, April Clayton, Neil Neroutsos

STAFF PRESENT: Nancy Barrett, Holly Bernard-Jones, Rachel Evey, Ellora La Shier

Meeting called to order at 12:04 pm.

1) CONSENT AGENDA

- A. September 2020 minutes approved by consent.

2) OLD BUSINESS

- A. Debrief: Fall Appeal: Thank you to Ellora La Shier and Nancy Barrett for all their work on fall appeal. Thank you to committee members for their input and feedback. First fall appeal for foundation. It coincided with Labor Day weekend and local wildfires which likely affected donations. Fall appeal report reviewed. Appeal targeted smaller group of donors. Matching gift from Red Apple Orchards greatly appreciated but not matched. Email solicitations had lower click rates. Group discussed feedback and improvements: more direct communication to board members, keep trying Facebook fundraisers.
- B. Distinguished Alumni Award Nominations: Committee reviewed two nominations.

Bryce Mackay made a motion to recommend Jaime Ramirez Hurtado as 2020 Distinguished Alumni award recipient to full board. Lyle Markhart seconded. Motion passed without dissent.

- C. Scholarship Reception: Virtual event will be on October 27 via YouTube. Ellora La Shier provided brief overview of content. Invitations will be mailed out. Donors will receive WVC pennants. Scholarship recipients will receive \$20 Visa gift cards with encouragement to use for takeout or groceries for dinner during virtual event. Wilma Cartagena and Jim Richardson will speak (pre-recorded videos) and possibly 2020 Distinguished Alumni, Jaime Ramirez Hurtado.

3) NEW BUSINESS

- A. Year-End Appeal: Annual event, running November to December, includes mailed solicitations, 2-3 mail pieces, and social media posts. Due to COVID, no phone-a-thon. Committee discussed logistics of phone-a-thon with a focus on cultivation and stewardship. Group would like to include a Facebook fundraiser. Recommendation made to deliver material in person, door-to-door.

4) OTHER BUSINESS

- A. Report to the Full Board

Meeting adjourned at 12:45 pm.

Meeting minutes prepared by Holly Bernard-Jones.