



## DEVELOPMENT COMMITTEE MINUTES

April 11, 2022

**Members Present:** April Clayton, Daryl Ferguson, Jorden Jessup, Brett Peterson

**Members Absent:** Bryce Mackay, Cathy Rixey

**Staff Present:** Rachel Evey, Jill Leonard, Mireya Sanchez

**CALL TO ORDER 12:05pm**

### 1) CONSENT AGENDA

- A. March 2022 Minutes approved by consent with no changes.

### 2) OLD BUSINESS

- A. Debrief: Business After Hours- Good turnout with around 50 guests, great feedback and strong board presence. Suggestion to send talking points to board members ahead of time so they are better prepared to answer questions from guests.
- B. Fun Run- Initial goal of \$5,000 has been surpassed by business sponsorships alone, and now stretch goal of \$10,000 for event. Registration is open through Eventbrite. WVC at Omak Foundation has also partnered with us. WVC employee competition will begin today, with a trophy- "the Golden Shoe", which will be awarded to the employee team that raises the most funds. Student senate has started promoting to the student body now that classes are back in session. Question regarding Foundation volunteers' roles at the Wenatchee event. TBD, but help from Foundation volunteers will be needed.
- C. Building Futures Campaign- Tuesday April 19<sup>th</sup> is the first of 4 meetings- request to have 4 board members at each meeting. An email will be sent to board members to gather volunteers for specific dates.

### 3) NEW BUSINESS

- A. Discuss: Plans & Budget for 2022-23-
  - i. Welcome Back BBQ- alumni event proposed for Sept. 2022. This would be a new event to cultivate alumni relations. There would be a cover charge to offset cost of hiring food trucks for the event. Proposal to use food tickets/drink tickets, or other alternatives to charging for both tickets and charging for food. Discussion for wristbands if we have a beer garden of any kind, as well as possibility for live music. Hardwood from old gym floor will be used to make cornhole boards for use and possibly for raffle giveaway. Discussion regarding getting the local high school shop programs involved to make those boards.
  - ii. Year-end appeal will go out per usual, starting in the fall. No changes to strategy.
  - iii. Donor Appreciation Event- recommended to continue, possibly holding in March in the future to include donors who may still be vacationing in February. Suggestion to incorporate some kind of draw for that event, other than food or drinks. In future years, could have scholarship recipients as speakers, and this next year should have a new college president. Sunsetting the scholarship reception as an in-

person event and incorporating some components of that event into the donor appreciation event will provide more structure and draw.

- iv. Fun Run- suggestion to continue this event based on success from the previous two years.
  - v. Spring Appeal- will continue as planned. Postcards for this year have been created and are ready to be sent out. Rack card with donation envelope have also been created and will be sent a couple of weeks after the postcard. A thank-you card will go out at the end of June. Suggestion to consider “Every door, direct mailer” for event flyers to reach a broader audience.
  - vi. Signature event- Possibility of an outdoor event on the lawn of Wells House, utilizing the patios of nearby buildings for “stations” for tasting food/wine/beer. This will be a summer 2023 event, so will be later in the evening with some live music. Suggestion to have a separate planning meeting to give adequate thought and investment to the event.
  - vii. Marketing methods discussed, including events and athletics. Occasional reminders to board members to share the Foundation’s social media posts requested, an email can be sent, or inclusion in Monday Minute.
  - viii. Also considering launching a President’s Society for major donors, estate donors, etc. At this point, the foundation have a high number of events already planned and this project will be put on the back burner. Suggestion to combine the benefits from Piatigorsky and President’s Circle, changing the pre-concert reception to be invite-only for the President’s Society.
- B. Piatigorsky Foundation Concert- these will continue in fall & spring, they were major events prior to Covid. This next one, April 21, will include a private reception prior to the concert.
  - C. Campus Fundraising- Will continue playing roles in Athletics, Alumni, Department fundraising as well, providing an administrative support role only.
  - D. Distinguished Alumni Award Nominations- Email will go out to the board to remind them to read through nomination. Top 3 choices should be sent to Mireya by the end of April.

#### **4) OTHER BUSINESS**

- A. Alumni Data- The foundation has a set of updated alumni contact information for recent graduates that can be used for upcoming events and outreach.
- B. Report to the Full Board

**ADJOURNMENT 1:03pm**

**Minutes taken by Mireya Sanchez**