



EVENTS & OUTREACH COMMITTEE

MINUTES

December 14, 2020

Via Zoom

MEMBERS PRESENT: April Clayton, Kathy Coffman, Lyle Markhart

MEMBERS ABSENT: Jordan Jessup, Marile Kunkel, Bryce Mackay, Neil Neroutsos

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

Meeting called to order at 12:04 pm.

1) CONSENT AGENDA

- A. November 2020 minutes approved by consent.

2) OLD BUSINESS

- A. Year-End Appeal Update: Thank you for feedback on year-end appeal postcard. Postcard hit mailboxes last Friday. Shoutout to Nancy Barrett for postcard design. As of last week, donations are at \$12,400. Total for last year was \$13,800. Anticipating donations will meet or exceed last year's total. Once year-end appeal is complete staff will do a cost comparison, 2019 vs 2020.
- B. Spring Plans:
 - i. Barbara Wilson Women's Luncheon: Based on continued COVID restrictions, committee discussed virtual event with possible meal pick up. From discussion, group talked over purpose of event and opportunities to expand invitees. Committee suggested partnership with Tastebuds for catering. April Clayton will contact Tastebuds. Staff will work on date and run of show.
 - ii. Fun Run: Rachel Evey gave overview of virtual fun run logistics. Committee suggested holding event in spring, targeting students and alumni, and focusing donation ask for Knights Care Fund.
 - iii. Taste of Wenatchee (Progressive Event): Committee agreed event needs to wait until COVID restrictions decrease and event can be held in person. Goal is to hold event in Fall 2021.
 - iv. Knight at the Wild / Knight at the Applesox: Events are dependent on team seasons and COVID restrictions.
 - v. Spring Appeal: Spring appeal planning will start in January once year-end appeal is completed. Committee suggested focusing appeal on Knights Kupboard and Knights Care Fund.
 - vi. Distinguished Alumni: Staff planning virtual event for recognition of award recipient, Jaime Ramirez Hurtado. Event will include pre-recorded speeches from Rachel Evey, last year's recipient (Barbara Walters), Jaime Ramirez Hurtado, and Jaime's supervisor. Prior to event, foundation will distribute press release, post on social media, and schedule media interviews.

3) NEW BUSINESS

No new business was discussed.

4) OTHER BUSINESS

- A. Report to the Full Board
 - i. Year-End Appeal Update
 - ii. Spring Plans Update
 - iii. Distinguished Alumni Press Release

Meeting adjourned at 12:37 pm.

Meeting minutes prepared by Holly Bernard-Jones