



Executive Committee Minutes

Monday, September 9, 2024
WTI 2310 Boardroom ~ [Zoom](#)

Present: Xavier Arinez, Jessica Gilmore (guest), Don Gurnard, President Faimous Harrison, Jorden Jessup, Barry Leahy, Brett Peterson, Josh Wood

Absent: Jennifer Faulconer

Staff Present: Rachel Evey

CALL TO ORDER 4:01pm

1) **ACTION: Unrestricted Allocation for 2024-25 Gifts Grants & Awards (GG&A)**

Meeting took place between Foundation board leadership and President Harrison to confirm intention and amount of the award this year. President Harrison spoke briefly on the WVC strategic plan and how the GG&A will help execute that plan by facilitating outreach to stakeholders, constituents, etc. Specific engagement Okanogan County and utilizing leaders at the Omak campus to help reach goals in that region. The proposed amounts and designations are the same as that presented to the board in May 2024. Approval will be needed by the full board.

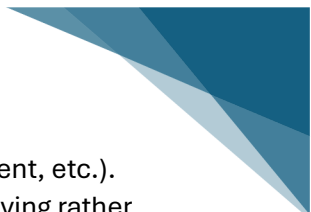
Motion from Brett Peterson to approve the 2024-25 Gifts, Grants, & Awards allocations as presented. Second from Jorden Jessup. Motion carried without dissent or abstention.

2) **NEW BUSINESS**

a. **WVCF Strategic Plan**

Four goals discussed, distilled from discussion at the full board retreat in August 2024.

- i. Strengthen Board Engagement and Governance: Restructure board, define member requirements, increase member involvement, develop KPIs for progress and performance.
- ii. Grow Donor Base: Target audiences for asks, implement “small donor fundraising” plan, maintain or increase donor retention, expand estate giving pipeline.
Recommendation to strategically target monthly recurring donors for the “small donor fundraising” plan. Discussion regarding how foundation staff has tracked the trend of small monthly donors and their contributions to the overall fundraising success. Discussion growth of small donors without



causing excessive work to the staff (i.e. scholarship establishment, etc.). Proposal to consider multi-year commitments to scholarship giving rather than increasing the minimum scholarship establishment gift.

- iii. Strategically expand grants & awards: Align GG&A with foundation mission, increase number and amount of scholarship awards, collaborate with college leadership to identify granting opportunities within the college.
- iv. Increase community awareness: Impact-forward messaging (what we do and how we're making a difference), grow membership in the Alumni Network, physical location that is public-facing.
- v. Next steps: these goals will be shared with the full board next week and key performance indicators (KPIs) will be established with the full board's assistance to make sure we are meeting the goals. Karen Francis-McWhite is on retainer for 6 half-hour accountability check-ins. Consensus to have Karen attend some committee meetings to discuss the goals and build them out. Karen can then attend a full board meeting to help cement the plan.

b. Board Engagement- Jessica Gilmore

- i. Increase board capacity for development (aka fundraising activities) by restructuring meetings. Split development committee into Donor Relations and Volunteer Engagement committees. Donor relations would be more development and fundraising focused, whereas Volunteer Engagement would be more activity focused. All committees would move to quarterly meetings, with exception the Executive Committee. The Full Board will continue to meet monthly. Full board meetings would alternate between governance meetings and development meetings (activity-based, such as writing letters or signing cards for donors) on a bi-monthly basis. Discussion regarding physical attendance for full board development meetings since they are activity-based, and allowing hybrid/virtual attendance for governance and other committee meetings.
- ii. Establish a volunteer corps to assist with foundation events and activities. This will expand the foundation's capacity to execute activities and help relieve the time commitment from board members. This can also provide an outlet for those who want to be involved with the foundation but may not have the capacity to commit as a board member.
- iii. Budget and Finance- quarterly meetings with continuance of monthly reports. Purpose continuing as detailed fiscal oversight, policy & procedure approval, and investment strategy review. Discussion regarding number of committee members needed to do the work. Consensus to reduce the committee membership to 5, keeping those members who are more familiar with budgetary oversight onboard and reassigning other members.
- iv. Donor Relations Committee- Quarterly Meetings, monthly reports on fundraising activity. Provides leadership for fundraising efforts, collaborates with staff to develop activities for the full board development meetings, and provides reasonable input and guidance for philanthropic activities.


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- v. Volunteer Engagement Committee- Quarterly meetings that include non-board volunteers, led by 2-5 board members. Assisting with the execution of events and activities, one-off volunteer opportunities. The committee will serve as a pipeline for potential board members and provide active connection for students, alumni, employees and former board members still interested in participating.
 - vi. Next steps: Full board will be informed at the September meeting. Development committee will meet 9/11 and learn about new structure, with the changes implemented in October. A new calendar will go out to all board members with the new meeting structure and committee roster. Discussion regarding how this committee split can help improve our connection in different areas of stewardship (e.g. alumni, students, donors etc.).

c. Financial Sustainability

- i. Current accounts at CVB, Stifel and CFNCW. Background- there has been some discussion regarding diversification of our financial portfolio and how we can utilize different accounts to increase our balances for funds that do not need to be used right away. Rachel, Josh and Brett met with CFNCW to discuss the foundation's relationship with them, the fees we pay, and how we might better utilize our funding going forward. Overall, we pay about 2.381% in all fees for their management and investment of our funds. Question that has come up repeatedly is whether the fees paid to the CFNCW are better spent elsewhere, and if a change will be worth both the money saved and potential community backlash for moving funds from CFNCW. Multiple avenues discussed, including the prospect of our fees going up if we reduce our balance with CFNCW due to the tiered structure and moving only some of our funds away from CFNCW. Consensus to continue discussion at Executive Committee. Staff will prepare a RFP for investment services, to be reviewed at the next committee meeting. Suggestion to use new firm for the incoming McArthur gift.

d. Executive Director Report

- i. Office space- current area does not allow for all 6 employees. Potential move to the former dormitory, Knights Hall, on 9th Street has been proposed with President Harrison's preliminary approval. This new space would allow the to have functional space for all employees, an Alumni Lounge and conference room.
- ii. Staffing- Brenda and Ellora are out on extended leave. We have contracted with Students First Consulting to provide coverage for the scholarship program. Rachel and Mireya have been splitting accounting duties with assistance from other staff members, as needed.
- iii. Donor database- It has been 2 years since the foundation transitioned from Blackbaud Raiser's Edge NXT to Network for Good. The change has had many challenges due to NFG being bought by a parent company, withheld



distribution of online contributions, data analysis limitations, and simplified donor profiles. The foundation is exploring other options. Due to the foundation's development priorities, we are exploring a new option that has robust data analytics, integration with Financial Edge, and wealth data integration. Staff will present a request to the committee next month.

- iv. FY 2023-24 Audit- budget and finance approved the year-end financial statements and things are going smoothly with the new audit firm.

- e. Finance Dashboard

- i. Highlights: operating budget's actual income and expenses are nearly even, we were notified of a \$3.4mm estate gift, and a new scholarship was established- the Cheryl Ann Coopriider Memorial Scholarship, to honor the late wife of Sandy Coopriider.

ADJOURNMENT 5:31pm

Minutes taken by Mireya Sanchez