



DEVELOPMENT COMMITTEE

Minutes

Monday, September 13, 2021

Call to order at 12:10pm.

MEMBERS PRESENT: April Clayton, Jordan Jessup, Bryce Mackay

MEMBERS ABSENT: Marile Kunkel

STAFF PRESENT: Rachel Evey, Mireya Sanchez

1) **CONSENT AGENDA**

- A. June 2021 minutes approved without dissent.

2) **OLD BUSINESS**

- A. Awards Recognition for Sara Lippert & Tamara Dezellem: Jennifer Korfiatis Marketing completed press release and ads, as well as coordinating NCW Life interview of Board President and Executive Director. Discussion regarding new position on foundation staff, future communications coordinator will be responsible for press releases. Position is posted publicly, interviews in October for November start date.

3) **NEW BUSINESS**

- A. Development Strategies
 - i. Appeals: Normally 2 annual appeals: year-end (December) and spring. Jordan Jessup proposed including details on the Finish Line Scholarship in the upcoming appeal, committee agreed that would be productive.
 - ii. Events: Scholarship reception will be virtual again this year. A program with donor names and recipient names will be sent to participants, with cost covered by foundation. Videos of recipients will be gathered for virtual presentation. Gift cards will be sent to scholarship recipients in lieu of catering. Discussion regarding expanding the invitation pool to include foundation donors outside of scholarship donors.
Barbara Wilson Luncheon discussion to restructure this event and bring more attention to donation possibilities. Discussion of changing to an afternoon cocktail hour, changing the event name and renaming the Women's Philanthropy Award to Barbara Wilson Philanthropy Award to continue honoring her spirit of service. Rachel Evey suggested committee decide on the depth and planning dedicated to this event at meetings and possibly moving detailed planning to separate meetings. Suggestion to ask regular donors/volunteers to help with planning, such as Sara Lippert, Nancy Barrett, Bonnie Dyko, and Tammie Parkinson. Recommended to invite WVC VPs, employees and Wenatchee Chamber members.
Virtual fun run: Add in-person component, if possible. Discussion to make some changes such as color run, kids component, timing walkers and runners. Discussion to recruit alumni to planning committee.

- iii. "Affinity" Groups: Discussion of possibly hosting themed dinners (e.g. nursing, agriculture, etc.) with small donor groups as fundraisers. Aim for Spring/Summer 2022.
- B. Board Retreat: September 20: Review of agenda/plans for day and tour.

4) OTHER BUSINESS

- A. Report to the Full Board

Adjournment at 1:04pm.

Minutes prepared by Mireya Sanchez/Rachel Evey.