



DEVELOPMENT COMMITTEE MINUTES

October 10, 2022

Members Present: April Clayton, Kathy Coffman, Daryl Ferguson, Danielle Marchant, Cathy Rixey

Members Absent: Jordan Jessup

Staff Present: Rachel Evey, Jill Leonard, Mireya Sanchez

CALL TO ORDER 12:02pm

1) CONSENT AGENDA

- A. September 2022 Minutes approved by consent without changes.

2) Guest Speaker- Lance LaVetter

- A. Close relationship between athletics and foundation. All new coaching staff. Week of November 14th will be athletics Online Giving Week- fundraising effort. Springtime- golf tournament fundraiser in the works. Currently seeking a location for this event. Kathy Coffman has connections at the Wenatchee Golf & Country club, and will connect with Lance to prepare a proposal for the country club to accept the event. Question to Lance- how many sports are overseen by athletics? Seven total sports teams, with the re-addition of Women's Soccer, which had a 2-yr hiatus. Getting a sport re-established is a 2-3-year process, so the program is slowly building back. Recruitment efforts have been in full swing with many international student-athletes attending. Question regarding reach/district size that we play in- Our teams play throughout WA and OR in regular and conference/playoff seasons. When it comes to facilities, WVC is behind in upgrades, so most fundraising dollars that come in by way of the Foundation go to support the student experience as a WVC athlete- includes hotels, travel, uniforms, etc.

3) OLD BUSINESS

- A. Debrief: Food Truck Knight- overwhelmingly positive feedback. Memo included in packet details partnerships, vendors present, etc. Public attendance numbers came in right around 2,000. Some feedback included improved efficiency for trucks with longer wait-times, possibly more trucks to reduce burden on each option. Turnout was larger than anticipated, though it was difficult to know how many attendees there would be. All-in-all, expenses were nominal considering there were some unknown factors. For future events, we will be exploring required donations from food trucks, larger beer garden, alcohol sponsors, and other ways to bring income and attention to WVC and the Foundation. Likely that this will become the Foundation's signature annual event going forward.
- B. Business Sponsorships- gained more traction with event sponsorships than annual sponsorships. Many businesses are going through their annual budgets right now though, so we will be doing another sponsorship outreach push. Possible that we may offer larger event sponsorships going forward.

4) NEW BUSINESS

- A. Knight Fright Fun Run – Oct. 22- Good turnout of student registrants so far. Event Sponsorships currently \$3300 from 5 businesses, which is great considering we just did a fun run in May. We have reached our goal for day-of volunteers as well. Partnership with Omak Foundation, ASWVC-O and ASWVC here in Wenatchee are strong. Things board members can do: business recruitment for sponsorships, help setup and cleanup the day of. Cathy Rixey and Daryl Ferguson will put together prize baskets for the 3 winning categories. We are anticipating some day-of registrants as well, so the square swipers will be available for use. Our event is the same day as Make-a-Difference day, which has been discussed, as well as being one week before another run here in town. We also have marketing happening in the Wenatchee World, as well as a couple other outlets.
- B. Annual Scholarship Celebration- honors both scholarship recipients and donors who make scholarships possible. Shooting for mid-November for printed booklet, as well as video showcasing recipients similar to last year. There will be 130-150 recipients invited to submit their stories. Last year we had around 35, and that filled the booklet well. Videos of some recipients will be created to put together the presentation video.
- C. Holiday Party- last year a holiday party was held to bring together board members, cabinet members, as well as Foundation staff. We would like to combine this year's celebration with a thank you to President Richardson in light of his retirement. Also, proposal to award Jim and Kim Richardson with this year's Outstanding Friend of the College award, as they have been generous supporters and donors of the college throughout President Richardson's time here. Committee in support of recognizing Jim and Kim with award. Foundation staff will look into locations for the party.
- D. Piatigorsky Foundation Concert – Dec. 14 or 15- Long-standing event started by Woods family. Concert is free with an ask for donations from attendees. In the past the reception beforehand has been invite-only to donors, with the concert being open to the public. Question regarding keeping the reception beforehand, opening it to the public, or keeping it private. General consensus to keep the reception beforehand, but open it to the public and make it a wine-only reception without appetizers, as that raises the cost and on-campus caterers are not available either of those nights.
- E. Year-End Appeal- First mail piece will be delivered just before Thanksgiving. Three main mailings will be going out, per usual, with follow-up on social media and other promotions. This year, we will do a single piece, rather than a mailer with a donation envelope. We will also use content from our scholarship celebration to highlight recipients and WVC students. Participation in NCW Give this year as well, as our online giving increased last year with this partnership with CFNCW. Discussion of amounts raised last year and goal this year. Sample mail pieces will be available for committee review next month.

5) OTHER BUSINESS

- A. Report to the Full Board- no requests or additional information

ADJOURNMENT at 12:58pm

Minutes taken by Mireya Sanchez