



DEVELOPMENT COMMITTEE MINUTES

Wednesday, October 4, 2023

Members Present: April Clayton, Daryl Ferguson, Jessica Gilmore, Jordan Jessup, Bryce Mackay

Members Absent: Danielle Marchant, Brett Peterson, Cathy Rixey

Staff Present: Jill Leonard, Mireya Sanchez

CALL TO ORDER 12:03pm

1) CONSENT AGENDA

- A. June 2023 Minutes approved by consent without changes.

2) OLD BUSINESS

- A. Debrief: Encanto Concierto for WVC- Overall this was a successful event with over 200 attendees. Positive feedback, we had several new sponsors. Negative aspects include staff time being much higher than anticipated and logistical challenges with the off-campus venue and multiple partnerships. Possibility of future events to be held at the MAC on campus to alleviate some challenges. Net revenue estimated at \$20,000, including sponsorships.
- B. Debrief: Food Truck Knight- Many thanks to volunteers, which we had an abundance of this year. We had 13 total vendors this year but originally had 17. We had 4 cancelations, which would have made more food options available. Estimate of 2,000 attendees on campus, beer garden was handled very well. Student athletes' presence was highly regarded and will be requested at future events. We are still waiting on some invoices for expenses, so we do not have a final budget yet. For revenue: \$14,500 in sponsorships and \$1,200 in cash from beverage and blanket sales.
Suggestions for next year: have a hand stamp or wristbands at the beer garden entrance for ID purposes. An outline of volunteer duties that can be shared to reduce staff needing to direct volunteers. More lighting maybe including stadium lighting. Shutting down the food trucks earlier to make an "after party" with cocktail service, etc. Better management of the kids' zone. Include college staff and faculty next year as well, as it created more of a sense of college community.
Next year's event will be September 20, 2024, which is the week before classes start.

3) NEW BUSINESS

- A. 2023-24 Work Plan- Resource reference for board members to view the plan for the year ahead with planning, board meetings, and foundation operations overall.
- B. Year-End Appeal
 - i. Draft Design- 4-fold with its own envelope that can be detached and mailed back.
 - ii. Timeline- will be printed by mid-October to be ready to go out by thanksgiving.
 - iii. Give NCW- we are participating this year as part of our year-end appeal.

- C. Piatigorsky- November 8th. Soprano and pianist this time, postcard will be going out soon. Board presence is requested to socialize and network on the Foundation's behalf.

4) OTHER BUSINESS

- A. Development Director- position has closed, interviews are scheduled for today. Hope is to have someone identified and hired by November 1st. Onboarding process is TBD.
- B. Report to the Full Board- no additional subjects suggested.

ADJOURNMENT 12:36pm

Minutes taken by Mireya Sanchez
