



DEVELOPMENT COMMITTEE MINUTES

December 12, 2022

Members present: April Clayton, Jorden Jessup, Danielle Marchant

Members absent: Daryl Ferguson, Bryce Mackay, Brett Peterson, Cathy Rixey

Staff present: Rachel Evey, Jill Leonard

CALL TO ORDER 12:05pm

1) CONSENT AGENDA

- A. November 2022 Minutes approved by consent without changes

2) OLD BUSINESS

- A. Scholarship Celebration- partnership with WVC graphic design students. Scholarship booklet going to printers today. Similar format to last year, with statistics and award details. Includes donor list, volunteers, and scholarships that will be awarded later this year. Final version will go up online as well as out in the mail, with a Spanish version that will be available online. Extra booklets will be ordered for board members and community partners to display in their offices.
- B. Year-End Appeal
 - i. Giving Tuesday- social media and digital marketing is student-centric and tied to GiveNCW. Mail pieces have gone out with donation envelopes, to a couple of different audiences.
 - ii. GiveNCW- Set a goal of \$5,000 for Giving Tuesday, so far have reached about \$4,000. Lyle Markhart won a Funday Monday and split that extra gift between us and another organization. We are likely to surpass our goal, as people tend to really give in the last week of the year. We have been featured in a lot of the GiveNCW marketing and have already surpassed last year's total raised.
- C. Piatigorsky Foundation Concert – Dec. 14- Wine reception will begin at 5:30, with the concert to start at 6:30. The Woods family and musicians will attend dinner afterward with Rachel Evey, as usual. Attendance is unsure due to a lot of donors being out of town for the winter, though an effort was made to contact local retirement communities as well, so it would be on their activities calendar.

3) NEW BUSINESS

- A. 2023 Activities- Full academic year with events nearly every month, including appeals with marketing activity. Events on the memo are separated by Foundation-lead events vs Foundation-supported to demonstrate commitment needed by staff and board.
 - i. Donor Appreciation Event- mid to late May to avoid Apple Blossom. Recommendation to hold an evening event again, as it is most convenient for working professionals. Tentatively set for May 19th. This date will be proposed to the Full Board for approval. We will try to get some scholarship recipients or student senate members to attend as guests, and ask them to speak only if they are comfortable. Proposal from Jorden Jessup to also allow donors to speak to the recipients, if they are inclined. Planning for the event will continue.



- ii. Knight at the Wild- foundation's main role is to sell tickets and support the college's efforts to us the event as a recruitment tool. Thoughts to use the VIP box as the Foundation's welcome to Dr. Harrison packet. That way the Foundation board members can sell tickets and use this as an opportunity to get to know him.
- iii. Food Truck Knight- Friday September 29th is the likely date for next year. Questions in the memo in packet- How can we increase funds raised? When should we announce the date publicly? And is there a better way to engage alumni? Suggestion from Jorden Jessup to announce our date around Apple Blossom and piggyback off the excitement from that event and give people another Food Truck even to look forward to in the Fall. This time around, we will charge the food trucks either a flat fee, or some kind of percentage of sales in order to raise more funds. This method of charging the trucks will be discussed further in coming meetings. The next event will likely be larger, with more trucks and services spread out over a larger area. Also consider that there may be an athletic event at the same time, and we could partner with the Athletics department to advertise that as well. As for engaging alumni, we could potentially have an alumni booth, perhaps as a partnership with the bookstore, since they do have alumni merchandise and swag.

4) OTHER BUSINESS

- A. Report to the Full Board

ADJOURNMENT at 1:01pm

Minutes taken by Mireya Sanchez