



DEVELOPMENT COMMITTEE

MINUTES

Monday, December 13, 2021

Members Present: April Clayton, Daryl Ferguson, Jordan Jessup, Brett Peterson

Members Absent: Bryce Mackay, Cathy Rixey

Staff Present: Rachel Evey, Ellora La Shier, Jill Leonard, Mireya Sanchez

Call to order at 12:06 pm

1) INTRODUCTION

- A. Jill Leonard, Communications Specialist (aka Foundation Coordinator), began on December 1.

2) CONSENT AGENDA

- A. November 2021 minutes approved by consent.

3) OLD BUSINESS

- A. Virtual Scholarship reception- Formal written report will be in full board packet next week. Changes this year included expanded outreach with booklets and invitations, as well as professional video recording. Donor feedback on reception has been very positive and supportive.
- B. Year-End Appeal update- Printed mail pieces to 1,200 recipients. Postcards and trifold brochures, as well as Facebook posts with GiveNCW partnership. Gifts made through GiveNCW are eligible for matching on Wednesdays. Additional mail pieces will go out at end of December and then a thank you the first part of January. Discussion regarding social media strategies, analytics to show reach of posts, sponsored ads, etc.

4) NEW BUSINESS

- A. 2022 Plans- More detail on events in November packet/minutes
 - i. Donor Appreciation Event (February)- opportunity to re-engage donors after long hiatus due to pandemic. To be hosted in the Maguire Center in Mish ee twie, social hour catered by From Scratch with drinks and appetizers. Speakers could potentially include a student, member of Student Senate, Dr. Richardson, or a VP. Opportunity to tour new facility included as well. Recommended to hold event on February 24th.
 - ii. Business After Hours - March 31st from 5-7pm hosted in Maguire Center. Building will be open for tours, serving will be in the center. Good opportunity for board members to mingle with business leaders and discuss foundation. Proposal to spread guests out by creating a scavenger hunt/passport type of activity that encourages people to move throughout the building. Raffle prizes could be available at each station to give more opportunities for prize drawing.
 - iii. Women's Philanthropy Event (April)- Held in new building, style in cocktail hour, good opportunity to have student speakers as well. Recommendation to focus event on broadening the audience and diversify the foundation's supporters.

Suggestion to explore the way the philanthropy award is given. In prior years it was hand-selected. Possibility to have nominations, but need to narrow down how to finalize nominations. Between this meeting and the next, foundation staff will find a process to narrow down the nominations. Proposal to broaden the scope of award eligibility and send out notification of event in February to give time for nominations, if that avenue is chosen.

- iv. Fun Run (May)- For discussion at future meeting. Caution to check the Apple Blossom fun run timing.

Adjournment at 1:03pm

Minutes taken by Mireya Sanchez
