



Foundation Development Committee Meeting

Minutes for Thursday, September 17, 2020

2:00PM

Zoom Video: <https://cccconfer.zoom.us/j/91867731018>

Meeting Participants

Committee Members Present

Joanne Mintz (Chair), Carol Bell Dean, Barbara Foster Monachino, Jim Greene, Jim Johnson, Marlene O'Sullivan and Jim Williams

Committee Members Not Present

Melinda Drickey

Guest(s)

Catherine Abbott, Christine Anderson, Gailya Brown, Liz Chambers, Bill Chunowitz and Jane Saltonstall

Recorder

Eve-Marie Dehondt

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 2:01PM.

2. Action Items

2.1 Approval of Agenda: Foundation Development Committee Meeting of September 17, 2020 Agenda: Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of

the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.1 Confirmation of Agenda: Approval of Agenda for the Development Committee Meeting of September 17, 2020 with any addition, correction or deletions.

2.1 Conclusion

Barbara Foster Monachino moved to approve the agenda as presented, Jim Johnson seconded.

Motion carried.

2.1 Follow-up Items	2.1 Task of	2.1 Due by
None	None	None

3. Minutes

3.1 Approval of regular Foundation Development Committee Meeting Minutes – July 23, 2020.

The minutes were approved as presented.

4. Comments from the Public

4. 1 Comments From The Public: Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until September 16, 2020 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Development Advisory Committee Reports

5.1 Annual Report Advisory Committee – Chair Jim Greene

Jim Greene provided an update on the Annual Report. Given the current restrictions, the Foundation will continue having an integrated annual report section within the College’s Annual Report. The report will include a signed letter from the College’s President and the Foundation Board President, highlight some Board members and Major Gifts Donors, include the Foundation’s mission statement, the list of Foundation Officers, as well as Piktochart visuals showing where funds have

been distributed over the last fiscal year. Details are currently being discussed but the preparation of the report has been delayed due to the recent malware attack.

5.1 Conclusion

The Committee asked to receive an electronic copy of the Annual Report from last fiscal year.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
The Committee will be sent an electronic copy of the Annual Report.	Eve-Marie Dehondt	September 30, 2020

5.2 Business Outreach Advisory Committee – Chair Jim Johnson

Jim Johnson recommended moving into phase 2 of the student internship with industries program proposal, which would consist of adding partner industries and placing 8 students per term. The Development Committee discussed the timeline and process to be followed for this goal to be achieved.

Bill Chunowitz indicated that the process would be that the Development Committee Chair would make a recommendation for the different programs proposed, for discussion at the Executive Committee. The Executive Committee would then identify the timeline given the current restrictions and verify if there was an available budget for the next fiscal year. The Committee agreed to wait until December 2020 until such a proposal is made for consideration. Then if the project goes through and a budget is available, approvals will be made in April 2021 at the Annual Meeting.

5.2 Conclusion

Jim Johnson will meet with Cathy Abbott to discuss the project and its proposed timeline and budget for 21/22.

5.2 Follow-up Items	5.2 Task of	5.2 Due by
Jim Johnson will meet with Cathy Abbott to discuss the proposed internship model for 21-22.	Cathy Abbott	September 30, 2020

5.3 President’s Circle Advisory Committee – Chair Carol Bell Dean

Carol Bell Dean informed the Committee that several types of letters have been drafted as below:

- One letter will be addressed to prospective donors who donated small amounts of money, but never joined President’s Circle
- One letter will be addressed to any other prospect member that the Committee has in mind.
- One letter will be addressed to the lapsed Board members, lapsed President’s Circle Members and the current PC Members to renew their membership.

Around 400 letters and emails will be sent out in the upcoming weeks. As well, the Committee worked on the different President’s Circle level benefits, which will be going for approval at the September 30th Board meeting, after consultation with Dr. Joel Kinnamon.

Marlene O’Sullivan shared that the President’s Circle Committee is working on organizing a Martini Party around December, which will feature Dr. Joel Kinnamon as the guest of honor. President’s Circle members will be invited. The Committee plans to mail out a box of Martini tools, napkins, and a recipe from Dr. Kinnamon’s favorite Martini cocktail to participants. The Committee will check the Community Calendar to avoid conflicts with other events prior to setting up the date.

The Committee also plans to organize its first COD Culinary Adventures event around Valentine’s day and maybe two or three additional events.

The Cabrillo College Foundation Executive Director met with the Committee via Zoom and shared their best practices to organize President’s Circle virtual events. The President’s Circle Committee will use their experience as a model for their events to make the President’s Circle a successful fundraiser.

5.3 Conclusion

5.3 Follow-up Items	5.3 Task of	5.3 Due by
None	None	None

5.4 Campus Tour/Donor Outreach Advisory Committee – Chair Jim Williams

Jim Williams recommended that the video which was previously shown to donors during their Campus Tours should be updated to match the current campus’ closure, and that the revision of this video should be added to the budget.

Cathy Abbott indicated that CV Strategies is currently working on adjusting some existing videos which would work well as marketing tools to potential donors to

broadcast what is happening at the College. These videos could also be used after the campus reopens and be included in the tours.

She also indicated that at this time, hiring a new Campus Tours manager was not a priority since the campus is closed until further notice, and that the organization should focus on bringing financial resources.

5.4 Conclusion

Cathy Abbott will be setting up a meeting with CV Strategies next week and will bring this topic to them. Cathy will then meet with Jim Williams to discuss further.

5.4 Follow-up Items	5.4 Task of	5.4 Due by
Cathy Abbott will be setting up a meeting with CV Strategies to discuss the videos and will meet afterward with Jim Williams to discuss further.	Cathy Abbott	September 30, 2020

6. Ongoing Discussion with Lance O’Donnell

6.1 Update on Discussions with Lance O’Donnell (Marlene O’Sullivan)

Marlene O’Sullivan provided an update on the discussion she had with Lance O’Donnell, a fourth generation architect in Palm Springs who taught for 21 years at the College of the Desert as an adjunct professor of architecture. Mr. O’Donnell is also involved in the programming and the new architecture school in Palm Springs.

Mr. O’Donnell provided three tours of the COD Campus during Modernism week and he has very interesting stories to share, since he accompanied his father who has worked on the campus’ construction starting in 1962.

Marlene O’Sullivan discussed with Mr. O’Donnell the possibility of creating a historical document for the College by videotaping his stories once the campus opens again.

Jane Saltonstall pointed out that since a full architectural degree will soon be offered for the Palm Springs Campus, it would be great promoting piece for the College.

6.1 Follow-up Items	6.1 Task of	6.1 Due by
None	None	None

7. Development Team Update

7.1 Report on Development Staff Activities – Gailya Brown

Gailya Brown reported to the Committee that the Foundation development team recently met with the President’s Circle Advisory Committee members to work on the letters and donor levels and benefits. They also met to discuss the Virtual Scholarship Day event, and they all decided to organize a coffee break about the Scholarship. Donors will be invited by groups of similar scholarships and participants will be sent a branded coffee mug. CV Strategies will work on creating videos to be included with the invitations. The team is planning approximately 5 coffee breaks of 30 minutes each to take place in November.

As well, the Development team has been working on letters to be sent to new Legacy Leaders and provided an update on the recent Legacy Leaders that were received.

Finally, the Planned Giving software is currently being updated and will be launched in November 2020.

7.1 Follow-up Items	7.1 Task of	7.1 Due by
None	None	None

8. Stepping Up for COD Committee

8.1 Stepping Up for COD Committee Update – Christine Anderson

Christine Anderson indicated that the Stepping Up for COD Committee met in August 2020 and discussed the Stepping Out Campaign. The Committee approved the new Committee name as “Stepping Up for COD 2021”. The next meeting is schedule on September 29th and the Committee is hoping to show an outline of the Campaign, as well as a draft budget.

8.1 Conclusion

Christine Anderson recommended placing the review of the Stepping Up for COD Campaign and Budget at the top of the next Development Committee meeting agenda.

8.1 Follow-up Items	8.1 Task of	8.1 Due by
The Stepping Up for COD Campaign and Budget will be placed on top of the next Development Committee meeting	Joanne Mintz	October 15, 2020

9. Adjournment

The Chair adjourned the meeting at 3:37 PM.

Next Meeting:

Tuesday, October 15, 2PM - Zoom