



Foundation Stepping Up for COD Committee Meeting

Minutes for Tuesday, November 3, 2020

2:00PM

Zoom Video:

<https://cccconfer.zoom.us/j/94985717825>

Meeting Participants

Voting Committee Members Present:

Christine Anderson (Co-Chair), Barbara Foster Monachino, Joanne Mintz, Marlene O'Sullivan, Marge Dodge

Voting Committee Members Absent:

Rob Kincaid and Jane Saltonstall (Co-Chair)

Guests:

Bill Chunowitz, Carol Bell Dean, Catherine Abbott, Matthew Durkan, Kirstien Renna

Recorder

Juli Maxwell

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 2:03PM.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of November 3, 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 Regular Stepping Up for COD Committee Meeting of November 3, 2020 with any addition, correction or deletions.

Matthew Durkan noticed the agenda stated "Stepping Out" instead of "Stepping Up".

Barbara Foster Monachino moved to approve the agenda with corrections. Joanne Mintz seconded.

Motion carried.

2.1 Follow-up Items

2.1 Task of

2.1 Due by

2.1 Follow-up Items	2.1 Task of	2.1 Due by
Change "Stepping Out" to "Stepping Up"	Juli Maxwell	ASAP

3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – September 29, 2020.

Barbara Foster Monachino moved to approve the minutes. Joanne Mintz seconded.

The minutes were approved.

3.1 Follow-up Items

3.1 Task of

3.1 Due by

3.1 Follow-up Items	3.1 Task of	3.1 Due by
None		

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 November 2, 2020 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Discussion Items

5.1 Celebration Concepts – Cathy Abbott

Chris Anderson stated that campus will be closed through the spring semester and recommended creating an Ad-Hoc Committee to come up with recommendations for celebration concepts which they can present at the December 1, Committee meeting. Marlene O’Sullivan suggested moving the event to the Fall. Campaign would still end in May, and this would just be an event not a fundraiser. Catherine Abbott suggested a cocktail party at the end of the campaign, and indicated that Liz Chambers reached out to the Marketing group at the Gardens at El Paseo, in hopes of placing the campaign structure there. Matthew Durkan is working on this, and hopes to get an answer by the end of November. Other placement options were discussed including the sculpture garden and Smoketree. An outdoor event, social distanced, could take place to put a “period” at the end of this campaign. Joanne Mintz expressed concern on putting a lot of time and effort into a spring event, during the uncertain COVID-19 times. Catherine Abbott stated that there should be multiple plans, to prepare for what is unknown, planning for Spring or possibly Fall. Committee agreed to have the ad hoc committee go over the ideas and report back at the December 1, 2020 meeting.

5.1 Follow-up Items

5.1 Task of 5.1 Due by

Ad hoc committee to be formed to discuss all options for celebration concepts.	Chris Anderson	ASAP
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5.2 Review the updated Campaign Plan - Cathy Abbott

Catherine Abbott presented with a few minor changes. There are four pillars plus that fifth foundational pillar, which will be called “Fund the Future”, which will be legacy gifts that Liz Chambers will be seeking during the campaign. Soft launch started this week, December 9 will be the kickoff event Canapes & Cocktails, to let people know that the campaign is coming. The public face of the campaign starts January 1, so we are hoping to have marketing in place to get things mailed, circulated and distributed.

5.2 Follow-up Items

5.2 Task of 5.2 Due by

None		
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5.3 Review updated Stepping Up for COD Budget – Kirstien Renna

Kirstien Renna reviewed all four pillars of the budget with the committee. We are ahead of where we were in 2019 at this time. Christine Anderson expressed appreciation for the job Kirstien is doing with this budget.

5.3 Follow-up Items**5.3 Task of 5.3 Due by**

None		
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5.4 Marketing Display Update

This was discussed earlier under Item 5.1, Celebration Concepts

5.4 Follow-up Items**5.4 Task of 5.4 Due by**

None		
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5.5 Potential Honorees

Marlene O’Sullivan had contacted Lance O’Donnell. They exchanged emails and Lance stated that he could only commit to doing a voiceover of a montage of photos until we can do the actual tour of the campus. He does not want to do the tour without students on campus and would like the project to be as simple as possible. Other names mentioned as possible honorees included Sydney Williams and Doc Norman. and Greg Hough as knowing other students from the early 60’s. Christine Anderson said we should clarify what we want ahead of time to get the parameters laid out so we are clear on it and can proceed. This piece would be geared towards the higher level donors. There was discussion about acquiring the photos from CV Strategies.

Barbara Foster Monachino suggested spotlighting one honoree every month, beginning in January when the campaign kicks off. Marlene O’Sullivan stated that Greg Hough would be a good person to spotlight, as he had his insurance company here and was born and raised here as well. Committee agreed this would be a good idea. Joanne Mintz stated that we would need to work with CV Strategies on how to promote this. Honorees would be alumni, who are successful and still in the area. Christine Anderson suggested we start a list of names then take action and approve and then reach out to them. Barbara Foster Monachino asked of Marge Dodge, to resend the name of the woman who is retiring in the music department. Committee to send their honoree suggestions to Juli Maxwell, Cathy Abbott or Christine Anderson and we will formulate our list.

5.5 Follow-up Items**5.5 Task of****5.5 Due by**

Committee to submit names of potential people to “spotlight” and submit to Juli Maxwell, Chris Anderson or Cathy Abbott.	Committee	November 30
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Resend name of woman retiring from Music Department	Marge Dodge	ASAP
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5.6 Campus Tour Virtual Videos

Catherine Abbot stated this is something that we also would like to launch as the public face of the campaign and we will keep this as a standing agenda item, and will most likely bring back a progress report for December meeting.

5.6 Follow-up Items

5.6 Task of 5.6 Due by

None		
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6. Adjournment

The Committee Chair adjourned the meeting at 3:17 PM.

Next Meeting:

Tuesday, December 1, 2020, at 2:00 pm