



Foundation Stepping Up for COD Committee Meeting

Minutes for Tuesday, December 1, 2020

2:00PM

Zoom Video:

https://cccconfer.zoom.us/rec/share/w3gkoXKa5C5oe7sggCFIHP5JYSArYbp8pgugCVBuEiP6_3tfieGX2Z368Q49EXpv.mtA0EzrVZ8do6HC_

Meeting Participants

Voting Committee Members Present:

Christine Anderson (Co-Chair), Jane Saltonstall (Co-Chair), Barbara Foster Monachino, Joanne Mintz, Marge Dodge

Voting Committee Members Absent:

Rob Kincaid and Maureen O'Sullivan

Guests:

Bill Chunowitz, Catherine Abbott, Matthew Durkan, Kirstien Renna, Gailya Brown, Pam Hunter

Recorder

Juli Maxwell

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 2:04 PM.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of December 1, 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 December 1, 2020 with any addition, correction or deletions.

Chris Anderson moved to approve the agenda. Barbara Foster Monachino seconded.

Motion carried.

2.1 Follow-up Items	2.1 Task of	2.1 Due by

3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – November 3, 2020.

Marge Dodge noted the incorrect name of “Cindy”, should be “Sydney”.

Chris Anderson moved to approve the minutes with correction of “Cindy Williams” changed to “Sydney Williams”. Joanne Mintz seconded.

The minutes were approved.

3.1 Follow-up Items	3.1 Task of	3.1 Due by
Correct name on Minutes – Cindy to Sydney	Juli Maxwell	December 4, 2020

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 30, 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 Marketing Display Update – Cathy Abbott

Cathy shared that the display is coming along, and a new logo and will be included in the structure. Committee is on track to complete the display by the end of the year for the launch of the campaign. As far as placement, Matt Durkan is the staff member that is working with the public relations company that manages the Gardens on El Paseo. A schematic of the structure must be submitted for their approval. Stepping Up Committee would like to see a schematic as well, and Cathy will bring to the committee once it is complete.

5.1 Follow-up Items

5.1 Task of 5.1 Due by

Cathy to bring schematic to committee for their review.	Cathy Abbott	January 5, 2021
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5.2 Canapes & Cocktails Event Update – Joanne Mintz

Joanne shared that the committee working on this is incredible and tireless. Committee is going to have its 5th rehearsal this week. Attendance for the event is at 60 people as of today. High ball glasses with logo will be delivered to the President’s Circle Members that are paid up, and committee is hoping to get them delivered prior to event. The event features a “signature drink” named “The Kinnamon” made in a high ball glass. Marge Dodge asked how President’s Circle members know if they are paid up? Kirstien shared that if a member has not received a request for renewal, that means they are already paid up. Registration is rolling, depending on when you joined. Prior to Cathy’s arrival there was a lapse in membership protocol so Foundation is in the process of getting everything back on track. Mass mailing went out in October to everyone that was not paid up. In the future letters will go out one to two months prior to your membership expiration date. There was discussion regarding switching to an annual membership registration that is consistent, so that everyone renews at the same time. Foundation team will need to discuss further before this can be implemented. Foundation is currently focusing on bringing members back and attracting new members, then foundation will determine if annual renewal is feasible. Cathy will announce at board meeting how to check on the status of your President’s Circle membership.

5.2 Follow-up Items

5.2 Task of 5.2 Due by

Cathy to announce at board meeting how to check on the status of your President's Circle membership.	Cathy Abbott	December 3, 2020
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5.3 Potential Honorees

Jane shared that Phillip K Smith would be a good honoree. Jim Isserman also, he is a very well-known artist and as taught at COD for a number of years, may want to add his name. Talked about nominating Greg Hough, the Delgados (Las Casuelas) and Vince Battaglia with Renova Solar. Committee is currently brainstorming potential nominees, and Cathy shared that Chris Anderson is forming an ad-hoc committee for Celebration Concepts, but we may need another group to work on this with Jane in this group, to determine what are we trying to accomplish with potential honorees. Why, how, etc., details need to be flushed out. Barbara Foster Monachino spoke of a spotlighting various people during the length of the campaign, and that the culinary events can spotlight people as well. The ad-hoc committee that is currently working on the Celebration Concepts, will now also take on the Potential Honorees item, and discuss both. Chris shared that the ad-hoc committee that was formed to work on the Celebration Concepts have not yet met. Jane Saltonstall, Marge Dodge, Marlene O'Sullivan and Chris Anderson are currently on the ad-hoc committee. Cathy and Matt will now join this committee. A meeting will be set up next week.

5.3 Follow-up Items

5.3 Task of 5.3 Due by

Celebration Concepts ad-hoc committee to now also take on Potential Honorees	Chris Anderson	Week of December 7, 2020
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5.4 Stepping up for COD Budget Review – Kirstien Renna

Kirstien shared that this budget is current as of November 24, 2020, and Foundation has received an additional \$3k after that date.

The 1st Pillar has raised in current year, \$7,850. Total campaign progress to date, goal was \$100k, and is currently at 253.2% of goal, and for the current year fundraising budget, we are at 7.9% against the \$100k goal. Kirstien will be going through the \$143,434 and determining how much of that came in at the various levels then filter it into categories of silver, bronze, gold, etc...

As we move to the 2nd pillar, Workforce and Student Development, the campaign goal is \$150k. This pillar encompasses all of the unrestricted gifts that the Foundation receives. As of November 24, 2020, Foundation has raised \$267,276.02

in current fiscal year. Nothing from prior year is included. Campaign is currently at 178.2% of campaign goal and at 33.4% of current year budget goal, which is \$800k for this Pillar.

In the 3rd Pillar, the Student Success Fund, the campaign has raised \$143,434. These are monies that have been raised for the fund for student success which are unrestricted dollars and so toward the campaign goal of 500,000 we are at 28.7% of that goal. And for our fundraising goal for the budget campaign is at 20.5%.

4th Pillar, Edge/plEdge funding – So far this year campaign has received the one Grant for \$200k from the Richard Brook Foundation and also have the prior year period funding. In addition, there's \$250,000 in this amount that we are going to be discussing with the Finance Committee and Board, to see if we can move this from a line item in the budget that was originally earmarked for software, and reallocate it to put money towards edge pLEDGE program. That is where the other \$250 comes from. 200k grant is for one year, not several years.

Campaign is at 84.7% of campaign goal, and for the current year fundraising goal campaign is at 44.4%.

Fund the Future pillar there is not a stated goal. These are endowments that we have received in this fiscal year. Budgeted fund-raising goal was \$250k so we are at 40.2% of our budgeted goal.

We are currently at 91.2% of this \$2M campaign goal. Foundation's 2021 budget that the board approved is \$2.3M, so campaign has reached 31.3% of the \$2.3M budget to raise in the current fiscal year.

Marge Dodge asked if the "Pledge Complete would bump up the figure on this pillar. Pam Hunter explained that there is money designated by the State Community College Foundation to specific colleges, called the "Finish Line Scholars" and COD was notified today that it was awarded \$150k, and is applying for another \$150k next year. All the school needs to do is apply and the money will be awarded. Dollars will go to the financial aid office. This will not affect our current year numbers.

Looking at expenditures – currently the only expenditures are for the Leadership Giving for President's Circle event highball glasses, and some audio/visual expenses are pending.

Only other are for marketing for CV Strategies ads, in the Desert Sun and Desert Living magazine. And for the sculpture deposit. Should be another amount pending of \$7500.

5.4 Follow-up Items

5.4 Task of 5.4 Due by

Break down the \$143,434 from Pillar One, into categories of silver, bronze, gold, etc.	Kirstien Renna	January 5, 2021
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5.5 Celebration Concepts – Chris Anderson

Chris communicated to the committee that the ad-hoc committee to discuss this topic, has not met as of yet. The committee discussed the timing of the event, and everyone agreed a Fall 2021 event would be best considering the vaccine will be out next year. The ad-hoc committee will discuss this and report back to the Stepping Up committee at the next meeting. Ad-hoc committee will meet next week. Committee also recommended that the topic of "Potential Honorees", be discussed in the ad-hoc committee also. Pam Hunter relayed to the committee that Student Services is currently working on a virtual tour of the campus for students, that would have a virtual map, with interactive buttons to get the history of each building. Committee suggested that maybe Foundation could use this or a part of the campus tour video. Pam and Cathy to inquire about the possibility of using the video. Pam also shared about two recent graduates of COD Culinary program, who are now working as Chefs at Agua Caliente, and Workshop Kitchen. These two alumni could possibly be honorees to spotlight.

5.5 Follow-up Items

5.5 Task of

5.5 Due by

Ad-hoc committee to meet to discuss Potential Honorees and Celebration Concepts	Chris Anderson and Cathy Abbott	Week of December 7, 2020
Enquire with Student Services about the possibility of using their campus tour video	Pam Hunter and Cathy Abbott	ASAP

6. Adjournment

The Committee Chair adjourned the meeting at 2:55 PM.

Next Meeting:

Tuesday, January 5, 2021, at 2:00 pm