



## **Foundation Development Committee Meeting**

**Minutes for Thursday, December 17, 2020**

**2:00PM**

Zoom Video <https://cccconfer.zoom.us/j/92120361252>

### **Meeting Participants**

#### **Committee Members Present**

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

#### **Guest(s)**

Catherine Abbott, Gailya Brown, Matthew Durkan, Liz Chambers

#### **Recorder**

Juli Maxwell

### **Meeting Minutes**

#### **1. Call to Order/Roll Call**

The meeting was called to order at 2:07 pm.

#### **2. Action Items**

##### **2.1 Approval of Agenda: Foundation Development Committee Meeting of**

**December 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 December 17, 2020 with any addition, correction or deletions.**

**2.1 Conclusion**

Joanne Mintz made changes to the order in which the agenda items will be presented, to accommodate those members who had to leave early.

Barbara Foster Monachino moved to approve the agenda with changes. Carol Bell Dean 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 – November 19, 2020.**

Jim Williams stated that he may have seen an error in the minutes, but could not find the error at this time. Jim will let Juli Maxwell know if he finds the error to be corrected after the meeting.

The minutes were approved as presented, with possible correction later.

**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 December 16, 2020 at 5PM to [codfoundation@collegeofthedesert.edu](mailto:codfoundation@collegeofthedesert.edu) and read into the record during public comment.

There were no comments from the public received.

**5. Stepping Up for College of the Desert 2021**

**5.1 Breakdown of major donors report – Catherine Abbott**

Kirstien presented the budget with the added breakdown. Cathy wanted to point out regarding the "Student Emergency Fund," that those people who have renewed their PC, membership, may not see their funds allocated to the Emergency Fund.

Unless a donor specifically tells the Foundation that the monies are allocated there, the money will go to "Fund for Student Success." Going forward, Foundation will ask donors specifically where they want their money to go. In future Campaign presentations, this will be incorporated into the opening remark, as well as differentiating the two pillars and how they are different. Question was asked as to whether a large donation to the Foundation, would automatically qualify the donor to be a President's Club member. Cathy answered yes, it is done on a case by case basis. Barbara Foster Monachino reminded the committee that it was agreed that anyone who donates \$1000 and up to any of the pillars, will be put into the President's Club. Carol Bell Dean asked to get names and address of anyone who joins the President's Circle so that she can send them a thank you note. Matt and Juli to get these names to Carol.

### 5.1 Conclusion

5.1 Follow-up Items	5.1 Task of	5.1 Due by
Matt and Juli to send Carol names of new President's Circle members	Matt and Juli	Ongoing

### 5.2 Celebration Concepts – Jane Saltonstall

The ad-hoc committee met and decided that the event will now be in November, on campus. Looking at two different weekends, but need to get it on the community calendar as soon as possible, ahead of everyone. Trying to pin down a date for the Celebration. The ad-hoc committee discussed ideas for concepts, and now need to narrow it down, and also help Cathy with the fundraising and campaign. Carol, Gates Foundation, what they are doing for the world, we are doing for the Coachella Valley. Carol Bell Dean shared that a friend of hers is the attorney for the Gates Foundation and it would be fantastic to get someone like her to speak at an event. Jane stated there are one or two major names that the committee is looking into also. Joanne asked about the campaign structure, and when it will be ready. Cathy said they are hoping to have it for the January kickoff but the location is still in limbo, but it is moving forward and it's close to completion.

### 5.2 Conclusion

5.2 Follow-up Items	5.2 Task of	5.2 Due by

## 6. Development Advisory Committee Reports

### 6.1 Annual Report Advisory Committee – Chair Jim Green

Will have full report on Jan. 21. Due to Covid we are going to follow last year’s annual report, with the mission statement, officers, messages from Dr. Kinnamon, from Bill and a couple donor stories, and some pictures. Cathy and Jim will get together after the first of the year and will have a report next month. Matt to join this meeting also.

#### 6.1 Conclusion

Jim, Cathy and Matt to meet and discuss the Annual Report.

6.1 Follow-up Items	5.4 Task of	5.4 Due by
Jim, Cathy and Matt to meet and discuss the Annual Report.	Jim Greene, Cathy Abbott, Matt Durkan	January 21, 2021

### 6.2 Business Outreach Advisory Committee – Chair Jim Johnson

No progress in the last 30 days. Cathy would like to meet with Jim and Barbara Fromm.

#### 6.2 Conclusion

Cathy and Jim to meet with Barbara Fromm

6.2 Follow-up Items	5.4 Task of	5.4 Due by
Jim and Cathy meet with Barbara Fromm to discuss.	Jim Johnson and Cathy Abbott	January 21, 2021

### 6.3 President’s Circle Advisory Committee – Chair Carol Bell Dean

Committee will now be focusing on the next 2 events in February and April. For February, the President’s Circle event will feature Sweet Basil restaurant in Palm Desert, Ever Bloom Coffee Shop in Indio, and Flower Power. Sweet Basil restaurant is owned by Sally Hill, who is a graduate of COD. Sally really wants to give back and is honored to be a part of this. Ever Bloom coffee shop in Indio, owned by 2 graduates of COD, and they are on board to do this. This event could also spotlight the Indio campus. Other ideas are having The Little Fower Shop do an arrangement demo during an event, and Maureen Johnson sharing her pineapple vodka recipe. Committee needs to nail down the date of the first event in February and will be meeting with Sally after the 1<sup>st</sup> of the year. Marlene asked if committee would be going through CV Strategies for the marketing and advertising. Cathy answered that yes, we will work with them and Cathy will

invite CV Strategies to a Presidents Circle meeting to get all of committee ideas communicated so that the vision is translated into the end product.

Discussion was had about the huge success of the Cocktails and Canapes event, and the committee had very nice things to say about the event being “excellent, and “surpassing expectations.” Jim Johnson suggested adding a link in the thank you letter, to the recipes that were mentioned during the event. Committee to add this to the next event notes.

Carol Bell Dean added that there are many other departments at the college to focus on, but the first three are events are restaurants/food. Other departments will be spotlighted in the future. Marlene’s husband who is a car collector/enthusiast, has offered to help with a car show fundraiser for the new Roadrunner Motors, and has a list of the local car enthusiasts. Barbara Foster Monachino also reiterated her willingness to rent the theater for a fundraiser as well. Matt Durkan will check the calendar for the next two events, in February and April, to get President’s Circle events on the calendar ASAP.

### 6.3.1 Conclusion

Matt to check calendar for February and April events and report back to committee.

6.3.1 Follow-up Items	5.4 Task of	5.4 Due by
Matt to check community calendar for February and April and report back to committee	Matt Durkan	ASAP

## 6.4 Campus Tour/Donor Outreach Advisory Committee – Chair Jim Williams

### 6.4.1 Update on Campus Tour Video

Cathy and Matt met with CV Strategies about getting this campus video moving along. Cathy shared that in conversations with CV Strategies, she asked to move the campus tour video up the priority list, to now get rolling. CV Strategies will begin filming for State of the College, and will take some of this content and create a showcase of the college and students, that will serve as the campus video until campus opens and they can do another video. Committee would like to weigh in on the video, so Jim suggested committee do an outline as to what will be incorporated in the video. Carol Bell Dean would like to see the golf cart

incorporated in the video, as has been done in the past. Cathy shared that this should be completed by mid-February.

## 6.4 Conclusion

6.4 Follow-up Items	5.4 Task of	5.4 Due by
None	None	None

## 7. Ongoing Discussion with Lance O'Donnell

### 7.1 Update on Discussions with Lance O'Donnell (Marlene O'Sullivan)

Marlene had via email and he is really busy right now building a new home, said he is very happy to do the video walk through recording with donors but doesn't have time to do anything else now, until campus opens up again. Jane Saltonstall mentioned that with the whole architectural focus, the partnership with Cal Poly Pomona might also be happening, so may want to highlight that also.

### 7.1 Conclusion

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

## 8. Development Team Update

### 8.1 Report on Development Staff Activities – Matthew Durkan

Matt reported that in terms of what the staff is up to now, Juli and Matt spent a lot of time putting together the holiday card lists, now have lists for top 100 donors, and prospects. Juli and Matt are working on comprehensive major donor list, one list for top 100 to cultivate and one for new board members, to then do research on those candidates to see who may be philanthropic.

Gailya has been busy sending out thank you letters for gifts, and writing letters to attendees of events we have had recently.

Amanda is updating the database, still doing repair work on the malware incident and providing training for staff on FR-50 database so that everything is accurate and everyone is entering data correctly. Jim Greene asked where we are on

report on annual giving for 2019-2020, as far as the list of who they are, what they gave, and is it accurate and is it available. Matt will ask Amanda to run this report for the committee with comprehensive giving information. Cumulative giving is challenging for reporting because historically not all gifts that were received from the district, have gone through the foundation. This comprehensive report should be available for the 20—21 annual report.

Legacy Leaders, Liz has been hard at email contacts with our Legacy Leaders, and has sent out newsletters to donors and to financial advisors in the community. Informative content for people doing estate planning. Liz will focus on this solely going forward, and will be extending her contract for 6 months. Looking forward to having a very robust fundraising model not just with major gifts but also with legacy gifts.

Peggy Cravens received the list of committees, and she wants to be active with Legacy Leaders group, which may become a subcommittee of the Development Committee. She also joined this Development Committee. Cathy, Matt, Liz and Peggy and one more board member will be meeting regarding Legacy Leaders and would like to invite one more board member to participate on Legacy committee so that we can bring a report back to this committee.

Matt and Cathy are up and running in terms of major donor cultivation and solicitation. Will be doing more of that in the future.

**8.1 Conclusion**

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

**9. Future Agenda Items**

Committee asked what can we do for Dr. Kinnamon to honor him. Cathy stated she has ideas and will be taking them to the Stepping Up for COD meeting.

Jim Williams – shared a business idea of how 2 organizations share and join together in a collective way to achieve a goal. Jim gave an example of a partnership with COD and an organization such as Palm Springs Art Museum or Living Desert. Jim drafted Jim Johnson and Carol Bell Dean to meet and brainstorm the idea, and report at the next meeting. Cathy Abbott will be joining the meeting as well. This will be put on the agenda for January 21, and there may or may not be an update.

Jim Johnson stated that Jim Williams, did not get the email regarding Dr. Kinnamon’s retirement, and that the Foundation should relay any important information to the board and committees.

## 9. Follow-up Items

### 7.1 Task of

### 7.1 Due by

Jim Williams to meet with Carol Bell Dean, Jim Johnson and Cathy Abbott to discuss partnering with another group/business or organization.	Jim Williams Carol Bell Dean Jim Johnson Cathy Abbott	January 21, 2021
Put on agenda "Foundation partnering with another group/business or organization".	Juli Maxwell	January 21, 2021

## 10. Adjournment

The Chair adjourned the meeting at 3:27 PM.

**Next Meeting: January 21, 2021, 2:00 pm**