



Foundation Development Committee Meeting

Minutes for Thursday, January 21, 2021

2:00PM

Zoom Video

https://cccconfer.zoom.us/rec/play/nFbFaCT15VimRghLPGJKI7nrNCRWMkDH0XXfQ1iP_SZZCLNPw2ca_vonERk9Yo40dyDy0Lv_Y8Pls8WeO.cZubchN-T33Z9CB1?autoplay=true

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

Committee Members Absent:

Peggy Cravens
Melinda Drickey

Guest(s)

Christine Anderson Bill Chunowitz 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 2:04 pm.

2. Action Items

2.1 Approval of Agenda: Foundation Development Committee

Meeting of January 21, 2021 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).

2.2 Confirmation of Agenda: Approval of Agenda for the Development Committee Meeting of January 21, 2021 with any addition, correction or deletions.

Jim Johnson wanted to see if they wanted to review the mission of the Foundation – Cathy said to take it to the board meeting next week. Cathy will have Eve add to Board agenda.

Current Agenda changes: Cathy added “Budget Update” to agenda under 5.1, and move Update on Celebration to 5.2

2.2 Conclusion

Jim Greene moved to approve the agenda with changes. Jane Saltonstall seconded.

Motion carried.

2.1 Follow-up Items	2.1 Task of	2.1 Due by
Add “review the Mission Statement” to Board agenda	Eve	January 26, 2021

3. Minutes

3.1 Approval of regular Foundation Development Committee Meeting Minutes – December 17, 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 January 20, 2021 at 5PM to 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 Budget Review – Kirstien Renna

Kirstien presented the budget to the committee. Jane Saltonstall asked if there are areas that are concerning to Kirstien. Kirstien expected the Foundation to be at a higher percentage, currently at 43.4%, and expected to be closer to 60% at this time. Campaign has not kicked off yet so that number should go up once the campaign is launched publicly. Cathy shared that the Campaign goal will be increased when it goes out to the community, probably to \$2.3M. Campaign officially starts in January of 2021. Question was asked as to why monies added since July of 2020? This will be put on the Board agenda as well as put on PowerPoint slide by Cathy.

Cathy has spoken to McCallum to get the Stepping Up structure on the corner of Fred Waring and Monterey. Campaign will have billboards that will be put up showing the pillars of the campaign. Efforts by the President’s Circle Committee have raised membership levels exponentially and is a huge funding source for the campaign. We should have supplemental materials next week and Foundation is also doing a complete overhaul of the website and may launch it next week as well.

5.1 Conclusion

5.1 Follow-up Items

5.1 Task of

5.1 Due by

5.1 Follow-up Items	5.1 Task of	5.1 Due by
Kirstien to make this same presentation to the Board at the next meeting	Kirstien Renna	January 26, 2021
Cathy to bring a PowerPoint slide to Board meeting regarding funding for Campaign.	Cathy Abbott	January 26, 2021

5.2 Stepping Up Celebration Concepts – Cathy ABBOTT Jane Saltonstall

November 5 is the tentative date for the celebration. Committee is looking to maybe have the library as a centerpiece, and there's a lot that is still being worked on.

Committee is brainstorming potential honorees, Dr. Kinnamon is one. Event will have various honorees and each one can represent a pillar in the campaign. Criteria for honorees, would include anyone that is a major donor, alumni, and anybody that will attract a crowd. If anyone has ideas feel free to let the committee know. There was discussion about not forgetting the lower end of the spectrum, students, faculty, everyone else, as far as various

amounts of money. The Gates Foundation came up a fair amount in the meeting and Jane shared that she is hoping we will have a new member of our board. He has spent 40 years in educational policy and was a project manager for the Gates Foundation.

Matt and Cathy met with Frank Goldstein, an event planner in the Coachella Valley, who works with non-profits. Frank pitched the idea of a televised live-stream event as a pseudo-gala. Cathy recommended he come to the ad-hoc committee and discuss this. Cathy is taking this topic back to the ad-hoc committee to be vetted by Board members then to the Development committee from there.

6. Legacy Leaders – Liz Chambers

Liz has been very active with the Legacy leaders. There are 45 of them and their expected estimated total of future gifts is \$8,750,000. Liz has been sending legacy newsletters every month. 100 prospects on the list, there is also a special newsletter for attorneys and advisors. In the last month, she has sent out 1500 newsletter, 1350 have been opened and half have read the articles. Liz would like feedback on the newsletter from those who have read it. Future projects planned: bequest mailing in March to a larger group of the donor base. Then a virtual recognition event with a national speaker in April. Crystal prisms mailed to all of the Legacy Leaders in June and July, with their name and logo and “legacy leader” on each one.

5.2 Conclusion

5.2 Follow-up Items	5.2 Task of	5.2 Due by
Send Peggy Cravens future Development Meeting dates	Juli Maxwell	ASAP

7. Development Advisory Committee Reports

7.1 Annual Report Advisory Committee – Chair Jim Green

Jim and Cathy met yesterday, regarding putting together an annual report for this year, the year of COVID-19. They discussed the possibility for a separate Annual Report for the Foundation in the future. Cathy shared that CV strategies is creating the report for the college. Cathy sent them content for the report – foundation accomplishments, how many students were touched due to these

scholarships, how many cents on the dollar is being spent, and a multitude of other things from pLEDGE. Report will be formatted in a Piktochart and will tell the story of the Foundation. It was recommended that the committee find one board member that stepped up during COVID-19, as well as a community member who has stepped up because of COVID-19. Report will include a message from Bill Chunowitz addressing the year and the problems and why we need help from the community to help the students at COD, and also include a collage of pictures of Foundation Board members. Once we have draft of the report there will be more to report. March 17 is State of College. Report will be ready for distribution on that day.

7.1 Conclusion

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

7.2 Business Outreach Advisory Committee – Chair Jim Johnson

Meeting with Cathy and Matt next week to discuss next steps. Trying to make sure we stay in the budget next year for continuing internships. Current internships are with the Desert Sun. Looking to expand to another publication then another strategic industry.

7.2 Conclusion

7.2 Follow-up Items	7.2 Task of	7.2 Due by
None	None	None

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

The logo for the event “Culinary Adventures” was approved, and committee is going to move forward and feature Sweet Basil (30-minute live presentation), Agenda is being finalized. Presentation will feature local businesses, Sweet Basil and Everbloom Coffee. Cathy and John White will bring everyone up to date on Indio campus during the presentation. Cathy will ask Dr. Kinnamon to send a recording, two to three-minute goodbye. Jeff Baker may be able to present at some point as the interim president. April event would be appropriate. Bill contacted Jeff Baker and he responded positively. He takes over in April. Possibly introduce Jeff Baker. Cathy will get some dates for the two of them to film. Staff will send a “Save The Date” out as soon as possible. If anyone has more names

get them to Cathy with email address, and this should be mentioned at the board meeting as well. Renewals were dismal before and now there a many more after this last event. Lynn Armstrong has just joined PC per Barbara Foster Monachino. Need to check on her name. Matt to follow up.

7.3 Conclusion

Matt to check on Lynn Armstrong’s membership. Cathy to ask Dr. Kinnamon to send a farewell video. Add “board members submit names to Cathy to add to invite list for Culinary Adventures” to Board meeting agenda.

7.3 Follow-up Items	7.3 Task of	7.3 Due by
Check on Lynn Armstrong’s PC membership	Matt Durkan	ASAP
Staff send out a “save the date” for Culinary Adventures event.	Juli Maxwell	ASAP
Get a farewell video from Dr. Kinnamon	Cathy Abbott	2/10/2021
Add “board members submit names to Cathy to add to invite list for Culinary Adventures” to Board meeting agenda	Eve Dehondt	ASAP

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

7.4.1 Update on Campus Tour Video – Video is not high on priority list with CV Strategies, due to campus shut down. Student Services video is on hold now that Dr. Kinnamon is leaving.

7.4.1 Conclusion

7.4.1 Follow-up Items	7.4.1 Task of	7.4.1 Due by
None	None	None

7.4.2 Foundation Co-Op-eration with Another Business or Organization

A meeting was held with Jim Williams, Carol Bell Dean and Cathy Abbott. On track and moving along fine. Need to be strategic about the direction. There are some strategic partnerships out there that make sense and are beneficial. Finance committee needs to stay close to this, there will be some costs and

committee needs to keep track of short- and long-term costs from a strategic point of view.

7.4.2 Conclusion

7.4.2 Follow-up Items	7.4.2 Task of	7.4.2 Due by
None	None	None

8. Development Team Update

8.1 Report on Development Staff Activities – Matthew Durkan

Matt is focusing in on fundraising and major gifts, showed spreadsheet of Top 100, working on and prioritizing with board members to go through each of these donors to see if anyone can help. Another list working on called the LYBNTY (donors that gave last year but not this year). Matt will be calling to introduce himself and see if they are going to make a gift this year. Juli Maxwell has been extremely instrumental, with letters, meetings, Top 100 list in addition to the essential administrative duties. Liz Chambers has been incredible. Analytics on newsletter and open rate is extraordinary. Gailya Brown has been productive with end-of-year “Thank You” letters and helping us put together foundation and corporation grants. February 23 is the President’s Club Culinary Adventures event, March 11 is the Academic Angels focusing on Leadership Coachella Valley, helping us develop Learning to Lead. Development is moving forward on gifts and solicitation as well as cultivation. Have been having meetings and will schedule more in the coming weeks and months. Scholarship Zoom events are being planned and we have dates set and professors scheduled. CV Strategies is working on videos, we just need to schedule donors. There are several dates for the scholarship events. March 3, 8, 10, 15, 17, 18 are the dates.

8.1 Conclusion

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

9. Future Agenda Items

10. Adjournment

The Chair adjourned the meeting at 3:37 PM.

Next Meeting: February 18, 2021, 2:00 pm