



Foundation Stepping Up for COD Committee Meeting

Minutes for Tuesday, March 2, 2021

2:00PM

Meeting Recording:

https://cccconfer.zoom.us/rec/share/IGxTuThPFaUFFwAAKPPd4Si5Lwg-KFLfC_dUjQOBdlZ1XT3pah82EF4hSYHclAb.zNwVSvj5ZqwmGoZq

Meeting Participants

Voting Committee Members Present:

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

Voting Committee Members Absent:

Rob Kincaid

Guests:

Catherine Abbott, Kirstien Renna, Pam Hunter, Bill Chunowitz

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 March 2, 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 Regular Stepping Up for COD Committee Meeting of March 2, 2021 with any addition, correction or deletions.

Jane Saltonstall moved to approve the agenda. Joanne Mintz seconded.

Motion carried.

2.2 Follow-up Items	2.2 Task of	2.2 Due by
None	None	None

3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – February 2, 2020.

Barbara Foster Monachino moved to approve and Marlene O’Sullivan seconded. The minutes were approved.

3.1 Follow-up Items	3.1 Task of	3.1 Due by
None	None	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 March 1, 2021 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

Display is not yet complete. Reason given is that it has been held up in powder coating. If this goes on longer Cathy does not want to move forward with the structure. Original delivery date was 2 weeks after permission to place on the corner, which was approximately one month ago. Foundation gave them half down as deposit, which is \$7100.00. Order was placed before Christmas. There is nothing in the contract for delivery date. Cathy to have conversation with her former boss and report back.

5.1 Follow-up Items**5.1 Task of****5.1 Due by**

Cathy will have conversation with former boss and report back.	Cathy Abbott	ASAP
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5.2 Culinary Adventures PC Event – Joanne Mintz

Event is this Thursday. Committee is concerned about attendance and has made calls to members that could not receive emails. Second rehearsal is today. 54 attendees have registered to date. After this event committee will determine if it's in the Foundation's best interest to have another Culinary event.

5.2 Follow-up Items**5.2 Task of****5.2 Due by**

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5.3 Stepping Up for COD Budget Review – Kristien Renna / Cathy Abbott

5.3.1 Campaign Timeline

Kirstien presented the budget and adjusted budget with new goal., with 2 scenarios on how the budget can be adjusted to reflect the goal increase. Current fundraising goal of \$2.3M was increased from \$2M. This is aligning it to the actual budget that the board approved at the beginning of the year. Collateral will go going out this week. Ways to fundraise in the coming weeks includes the following: This week's PC Event to help with fundraising, the campaign will be in place the week of March 8, Academic Angels event on March 11. State of College is on March 17 at 11am and the Foundation will do fundraising to help offset some of those costs. Event will be livestreamed on the College's website. A Legacy leader mailing takes place during month of March. Week of 22nd is the scholarship zoom event, which has proven to be a source of revenue. Joel's retirement party may be a resource to help support a legacy component for Joel, likely pLEDGE. Ongoing fundraising efforts include marketing consisting of digital ads, KESQ ads, mailers. Cathy shared collateral with the committee. After collateral packets go out to over 1,000 people, committee will work on a follow-up strategy. Committee agreed to approve the campaign increase of \$300,000. Chris to bring information to Executive Committee to give them clarity on how decision was made to align the campaign with the budget.

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

Bring to Executive Committee, reasoning as to how the decision was made to align the campaign with the budget.	Chris Anderson	March 10, 2021
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6. Action Items

6.1 Approval of Campaign Increase of \$300,000

Joanne Mintz moved to approve the Campaign Increase of \$300k. Marlene O'Sullivan seconded.

Motion carried.

7. Future Agenda Items

8. Adjournment

The Committee Chair adjourned the meeting at 3:03 PM.

Next Meeting: Tuesday, April 6, 2021, at 2:00 pm