Foundation Development Committee Meeting
Minutes for Thursday, February 17, 2022
3:45PM

Zoom Video
VIDEO

Meeting Participants

Committee Members Present
Joanne Mintz (Chair), Leslie Usow, Carol Bell Dean, Jim Greene, Jim Williams, Marlene O'Sullivan, Jane Saltonstall

Committee Members Absent:
Carol Fragen, Peggy Cravens, Jane Saltonstall, Jim Williams

Guest(s)
Matthew Durkan, Catherine Abbott, Gailya Brown, Amanda McCarthy

Recorder
Juli Maxwell

Meeting Minutes

1. Call to Order/Roll Call
The meeting was called to order at 3:51 pm.

2. Action Items
2.1   Approval of Agenda: Foundation Development Committee Meeting of February 17, 2022
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 February 17, 2022 with any addition, correction or deletions.

2.2 Conclusion

Jim Greene moved to approve the agenda as it stands. Carol Bell Dean seconded.

Motion carried unanimously.

3. Minutes
3.1 Approval of regular Foundation Development Committee Meeting Minutes January 20, 2022.

The minutes were approved as presented.

4. Comments from the Public

4.1 Comments from the Public: In accordance with Assembly Bill 361 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed. Questions will be accepted by email to codfoundation@collegeofthedesert.edu and read into the record during public comment. Persons who wish to speak to the Board on any item not already on the agenda may do so at this time. There is a time limit of three (3) minutes per person and fifteen (15) minutes per topic, unless further time is granted by the Board. This time limit will be doubled for members of the public utilizing a translator to ensure the non-English speaker receives the same opportunity to directly address the Board, unless simultaneous translation equipment is used. Requests should be directed to the Foundation as soon in advance of the Board meeting as possible.

There were no comments from the public received.

5. Discussion Items

5.1 Stepping Out for COD Update – Jane Saltonstall

> Matthew Durkan reported at to date, the event has raised $395,000 of its $500,000 goal. Ticket revenue is $11,000 as of last Friday. Tickets to COD retirees, payroll donors and legacy leaders will be complimentary, and these will fill some seats. Commercials on tv and radio will be airing soon. Committee discussed that a VIP guest list of people who have not sponsored but are still important donors or relationships that need cultivating, will be offered complimentary tickets to fill seats. This will be discussed at the next Stepping Out for COD committee meeting. These tickets would not be given away until the beginning of March.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
None	None	None

5.2 President's Circle Update – Carol Bell Dean

Committee is doing well on the April 8 event at Rob Moon's. Eight4Nine will do the catering, Rob Moon will cover the alcohol and valet. Lance O'Donnell and Katherine Hough will be speakers. Committee discussed recording this event for future use. Hiring a videographer was considered, and this will go back to committee. Marlene O'Sullivan to get the price for the videographer to make sure this would fit into the budget. It was suggested to confirm that the menu is not replicated for the CV Rep pre-party.

5.2 Follow-up Items	5.2 Task of	5.2 Due by
Get quote from videographer	Marlene O'Sullivan	ASAP

5.3 Annual Report Update – Jim Greene

Jim Greene and Catherine Abbott met and are in the process of putting together the report and should have something to present to the committee next month. Annual report will include State of the College and will go out approximately 2 weeks following that event. The report will include a Stepping Out presentation and will be presented in print and digitally.

5.3 Follow-up Items	5.3 Task of	5.3 Due by

5.4 Campus tours starting Feb. 23 – Matt Durkan and Joanne Mintz

5.4.1 Discuss role of committee members – 17 attendees and Bill Chunowitz and Carol Bell Dean will be accompanying the tour. A mock tour was done with Pat Farrell last week. Next tour after that is March 11. After the tour, the discussion will include an edge/plEDGE presentation.

5.4.2 Tour follow-up letters – Joanne and Gailya reported that they are doing a letter from Joanne Mintz to all that participated, to thank and encourage them to get involved with the Foundation and stating that someone from the committee will be contacting them. This will go out right after every tour, via mail. Committee members will be doing the follow-up calls. Names and contact info will be given to Joanne to disperse to the committee for thank you calls, encouraging them to get involved with the Foundation. Handouts to include brochures for Academic Angels and President's Circle and swag.

5.4 Follow-up Items	5.4 Task of	5.4 Due by

5.5 Scholarship Donors

5.5.1 Update on recent calls made- Committee discussed the calls that were made and the outcome of the calls. People were grateful for the calls and had feedback such as not hearing from any of the recipients that received their scholarship. This to be covered with the Impact Reports that staff is currently in the process of putting together. These impact

reports includes the fund information as well as thank you letters and essays from the students. There had previously not been any system in place to thank donors and pass on the recipient communication.

5.5 Follow-up Items	5.5 Task of	5.5 Due by

5.6 Personalized "Thank You" letters

Amanda McCarthy shared a presentation with the committee. The presentation shows that the letter that is currently sent out by the Foundation sends out just serves as a tax receipt. The donor also gets a personal letter from the College President. The concern is that the letter is boiler-plate and not personalized as the committee would like to see. Amanda gave a solution including a new letter that is similar to the one that Joanne Mintz shared with the Foundation. These can be sent with the initial tax letter immediately, or at the end of the month in a batch. The committee was pleased with the new letters and would like to implement this as soon as possible. Committee also requested that names of donors be given to the board once or twice a month, so that they are kept abreast of who has donated so that they can thank them if they run into these people. This may be able to go into the board meeting packet each month with a monthly report from Amanda.

5.6 Follow-up Items	5.6 Task of	5.6 Due by

5.7 Legacy Leaders
5.7.1 Carol Bell Dean reported that her and Gailya Brown had met this month to discuss having an event that coincides with the Cabaret event on May 8. It was discussed that after the musical, hold an outdoor cocktail party to honor the legacy leaders and include a small send-off for Liz Chambers. Members of the cast can mingle along with the legacy leaders. Tickets for Legacy Leaders would be comped by the Foundation

5.7.2 Role of committee members in Legacy Leaders would be to steward these people and let them know we are thinking of them and find ways to stay in touch with them including cards for holidays. The names could be divided up to the committee. There are approximately 50 legacy leaders, and they would need to be contacted once or twice yearly.

5.7 Follow-up Items	5.7 Task of	5.7 Due by

6. Future Agenda Items

State of the College

7. Adjournment

The Chair adjourned the meeting at 4:48 PM, stating that there will not be a meeting held in March.

Next Meeting: April 21, 2022 at 3:45pm