



COLLEGE
of the **DESERT**
FOUNDATION

Foundation Advancement and Stewardship Committee Meeting

Thursday, August 29, 2024

2:00 pm

College of the Desert Campus
Foundation Conference Room
43500 Monterey Ave
Palm Desert, CA

College of the Desert

Comments from the public:

In accordance with Senate Bill 361 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted in person, by email to codfoundation@collegeofthedesert.edu and read into the record during public comment or by using the raise your hand function by joining the Zoom link. There is a time limit of three (3) minutes per person. All comments must be submitted or brought forward prior to the end of the public comments section. Persons with disabilities may make a written request for a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the Committee meeting. All requests should be directed to the Foundation in advance.



COLLEGE
of the **DESERT**
FOUNDATION

Agenda

College of the Desert



**Thursday, August 29, 2024
Advancement and Stewardship Committee Meeting**

2:00 - 3:00 PM

Location:

Administrative Building, Foundation Conference Room

For Emergency and Just Cause Only - Zoom Meeting:

Join Zoom Meeting

[https://collegeofthedesert-edu.zoom.us/j/93120517917?](https://collegeofthedesert-edu.zoom.us/j/93120517917?pwd=VFVvd3JqOWNsZTV3K1ZWYnI1ajArdz09)

[pwd=VFVvd3JqOWNsZTV3K1ZWYnI1ajArdz09](https://collegeofthedesert-edu.zoom.us/j/93120517917?pwd=VFVvd3JqOWNsZTV3K1ZWYnI1ajArdz09)

Meeting ID: 931 2051 7917

Passcode: 3562

COLLEGE OF THE DESERT FOUNDATION MISSION: College of the Desert

Foundation acts as advocates for the College and secures financial support enhancing educational opportunities for all students.

-

COLLEGE OF THE DESERT MISSION: College of the Desert provides excellent educational programs in basic skills, career and technical education, certificate, transfer preparation, associate degrees, noncredit and distance education, which are continuously evaluated and improved. Our programs and services contribute to the success, learning and achievement of our diverse students and the vitality of the Desert Community College District, surrounding areas and beyond.

-

Persons with disabilities may make a written request for a disability-related modification or accommodation, including for auxiliary aids or services, in order to participate in the Board meeting. Requests should be directed to the Office of the College of the Desert Foundation (Foundation) as soon in advance of the Board meeting as possible.

-

The Foundation minutes of the meeting are the official record of the actions of the Board. The Foundation meetings are governed by the Ralph M. Brown Act (California Code 54950 through 54962). The Foundation operates in accordance with the Non-Profit Benefit Corporations Law.

1. OPENING ITEMS

1.1 Call to Order

1.2 Roll Call

2. APPROVAL OF AGENDA

2.1 Confirmation of Agenda: Approval of agenda for the Foundation Advancement & Stewardship Committee Meeting of August 29, 2024, with any additions, corrections or deletions.

3. MINUTES FOR APPROVAL

3.1 Pursuant to Government Code Section 54954.2(b)(2), the Board may take action on items of business not appearing on the posted agenda, upon a determination by a 2/3 vote of the Board, or (if less than 2/3 of the members are present, a unanimous vote of those 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.

3.2 Approval of the Meeting Minutes of May 16, 2024.

4. PUBLIC COMMENTS

4.1 In person and remote public participation is allowed and will be accepted in person, OR by email to codfoundation@collegeofthedesert.edu and submitted for the record during public comment. There is a time limit of three (3) minutes per person. All comments must be submitted or brought forward prior to the end of the public comments section. Accommodations for Persons with Disabilities: Persons with disabilities may make a written request for a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the meeting. All requests should be directed to the COD Foundation office in advance via email to codfoundation@collegeofthedesert.edu.

5. DISCUSSION AND ACTION ITEMS

5.1 Upcoming President's Circle Events

5.1.1 Planning Session

5.1.2 Friday Night Fiesta

5.2 Movie Screening December 4, 2024

5.3 Stewardship Card Signing for Top Donors

5.4 Stepping Out Silent Auction - Marge

5.5 Upcoming Events for COD Foundation

5.6 Other items not on the agenda

6.1 Next Meeting - Thursday, November 14, 2024

6. ADJOURNMENT



COLLEGE
of the **DESERT**
FOUNDATION

Minutes for Approval

College of the Desert

Advancement and Stewardship Committee Meeting (Thursday, May 16, 2024)

Generated by Juli Maxwell on Thursday, May 16, 2024

1. OPENING ITEMS

Call to Order: 1.1 Call to Order

1.2 Roll Call

Members Present: Shari Stewart, Bill Chunowitz, Tom Minder, Chris Anderson, Barbara Foster Monachino, Paul Hinkes

Members Absent:

Guests: Rob Moon (via Zoom), Jane Saltonstall (via Zoom), Catherine Abbott, Gailya Brown, Elena Moiseeva, Eddie Hernandez

Recorder: Juli Maxwell

2. APPROVAL OF AGENDA

2.1 Confirmation of Agenda: Approval of agenda for the Foundation Advancement & Stewardship Committee Meeting of May 16, 2024, with any additions, corrections or deletions.

Agenda was approved as presented.

3. MINUTES FOR APPROVAL

3.1 Pursuant to Government Code Section 54954.2(b)(2), the Board may take action on items of business not appearing on the posted agenda, upon a determination by a 2/3 vote of the Board, or (if less than 2/3 of the members are present, a unanimous vote of those 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.

3.2 Approval of the Meeting Minutes of March 21, 2024.

Bill Chunowitz made a motion to approve the minutes, Tom Minder seconded the motion. Motion carried.

4. PUBLIC COMMENTS

Procedural, Public Comments: 4.1 In person and remote public participation is allowed and will be accepted in person, OR by email to codfoundation@collegeofthedesert.edu and submitted for the record during public comment. There is a time limit of three (3) minutes per person. All comments must be submitted or brought forward prior to the end of the public comments section. Accommodations for Persons with Disabilities: Persons with disabilities may make a written request for a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the meeting. All requests should be directed to the COD Foundation office in advance via email to codfoundation@collegeofthedesert.edu.

5. DISCUSSION AND ACTION ITEMS

5.1 President's Circle Presentation

Amanda McCarthy presented to the committee an overview of how donations come into the Foundation and how they are applied.

Committee discussed the presentation touching on the following topics:

- How new donors become President' Circle members
- At what donation level do donors get a one-year complimentary membership

- Bringing guests to President's Circle events and when they will be charged for attendance
- How Academic Angels can attend President's Circle events

5.2 President's Circle Potential Event Dates

Eddie Hernandez shared with the committee, ideas for new curated events including:

- Culinary department event
- Paint and Sip event
- Wine and Clay event

The events for ALL members will still be held during the year

5.3 President's Circle Upcoming Movie Showing of "Invisible Valley"

- The event will be a President's Circle event at the Camelot Theater in Palm Springs.
- President's Circle members will have a catered reception prior to or after the event
- Theater holds 490 people at the price of \$1000
- Possibly bus in people to the event
- Event will start at 5pm
- No cost to view the film, but will need RSVPs
- Q&A after film with Mary and production staff
- Reserved seats for President's Circle in the front of the theater
- Details will be discussed at a later time

5.4 Stewardship Calling Parties, Signing Parties

Elena shared that the committee has recently been focusing on President's Circle and this is a reminder that the committee does more than just this. Possibly, sending letters to members or calling parties to thank members.

5.5 Stewardship Meetings with Donors

Elena reminded the committee that Eddie is available to meet with potential donors if they have anyone in mind.

6. ADJOURNMENT

Discussion: 6.1 Next Meeting - Thursday, September 19, 2024



COLLEGE
of the **DESERT**
FOUNDATION

Materials

College of the Desert



COLLEGE
of the **DESERT**
FOUNDATION

Invisible Valley Movie Screening

College of the Desert

Invisible Valley Event

Date: Wednesday, December 4, 2024

Location: PS Cultural Center

Time: 4:30 - 8:00 PM

Projected Attendance: Reception 70 VIPs/ Q&A and Movie 490 total from public (PS, high school, Alumni, etc.)

Synopsis:

Invisible Valley Movie Showing will be a one of a kind event for College, Community and Foundation to come together for the great cause of making education available for all

Numbers:

Fundraising	Qty	Budget		Expenses	Qty	Budget
Donated Painting by Mary P. (\$7500 value)	1	\$ 7,500.00		Venue	1	\$ 1,000.00
Wish Lists	10x50	\$ 500.00		Catering/Food	70x50	\$ 3,000.00
	5x250	\$ 1,250.00		Catering/Drinks	70x12	\$ 1,500.00
	2x1000	\$ 2,000.00		Pop corn/Soda		\$ 500.00
	1x5000	\$ 5,000.00		Marketing	1	\$ 500.00
				Décor		\$ 300.00
Total Revenue		\$ 16,250.00		Total Expenses		\$ 6,800.00

Advancement and Stewardship Committee:

Committee Chair Rob Moon

Committee Co-Chair Shari Stewart

Committee Members: Tom Minder
Bill Chunowitz
Chris Anderson
Paul Hinkes
Jane Saltonstall
Barbara Monachino
Marge Dodge

Board Chair:

Diane Rubin

Staff:

Catherine Abbott, Eddie Hernandez, Elena Moiseeva, Juli Maxwell

Marketing Team:

Rani Marriott

Committee Chair's Role/Responsibility

To carry out the vision of COD Foundation for this event

Committee Member's Role/Responsibility:

To enhance the event experience

Gather high-end auction items/experiences

Bring first time guests and prospects to event

Engage with donors before and during event

Tom Minder - Main point of contact with Mary Pohlad

Rob Moon - arrange meeting for Dev-t team at Cultural center - DONE

Staff Roles:

Carry out the vision of the Chairs and committee

Purchasing, accounting, budgeting

Manage the event details and run-of-show ensuring deadlines are met

Reach donors with marketing for event

Logistics of rentals, audio/visual, catering, centerpieces, décor

Challenges:

- New format
- Other community events around the same date

Desired Outcomes:

\$10,000+ in revenue

Updates: 8/22/2024

Invisible Valley Event

Date: Wednesday, December 4, 2024

Location: PS Cultural Center

Time: 4:30 - 8:00 PM

Timeline:

Item	Date	Who
Venue secured		
Invitations		
Insurance		
Marketing collateral		
Reserved seating for VIPs	4-Dec	Staff
Moderator	4-Dec	Rob Moon? Laura Hope? Steve Beeler?
Sponsors		

Day Of:

Time	Action	Guests
4:30 - 5:30 PM	Reception:Laura Hope's speech,Cathy's Speech, Mary P. introduction, Fundraising, Mingling	70 VIPs (PC, AA, Legacy Leaders, Top Donors)
5:30 - 5:45 PM	Transition to seats	
5:45 - 6:15 PM	Q&A session with Mary and director of the Film	70 VIPs + Community + Alumni + High School
6:15 - 7:45 PM	Movie	
7:45 - 8:00 PM	Farewell, guests depart	

Meeting at PSCC outcomes:PSCC will include us to their marketing and they will assist in distributing tickets through Eventbrite. It is recommended to start distribution 8 weeks in advance and to set tickets at a minimum amount of \$5-10, as per Michael, average noshow for free tickets is at 30-40%. We agreed on securing theater one with 490 seats, even if we get only 250 guests, the space will still look ok. No insurance needed. Reception space upstairs has audio system, seating and tables. Art can be hang on the walls if needed. We have asked for the quote for popcorn and soda for all guests.

Updates: 8/22/2024



COLLEGE
of the **DESERT**
FOUNDATION

Friday Night Fiesta

College of the Desert

FRIDAY NIGHT FIESTA

Date: Friday, November 8, 2024
Location: Las Casuelas Nuevas in Rancho Mirage
Time: 5:00 - 7:30 PM
Projected Attendance: Reception 70-80 PC Members

Synopsis:

Numbers:

				Quote - Las Casuelas Nuevas		
Fundraising	Qty	Budget		Expenses	Qty	Budget
Potentially sell art?	1	\$ 7,500.00		Venue	1	\$ 650.00
Option 2	5	\$ 2,500.00		Catering/Food	70x50	\$ 4,600.00
Option 3	10	\$ 1,000.00		Catering/Drinks	70x12	\$ 1,500.00
				Mariachi + dancers	1	\$ 900.00
				Marketing	1	\$ 500.00
				Parking	0	\$ -
				Photographer	2 hours	\$ 200.00
				Party favors	80x5	\$ 400.00
Total Revenue		\$ 11,000.00		Total Expenses		\$ 8,750.00

Advancement and Stewardship Committee:

Committee Chair Rob Moon **Board Chair:** Diane Rubin
Committee Co-Chair Shari Stewart
Committee Members: Tom Minder
Chris Anderson
Paul Hinkes
Jane Saltonstall
Barbara Monachino
Marge Dodge

Staff:

Catherine Abbott, Eddie Hernandez, Elena Moiseeva, Juli Maxwell

Committee Chair's and Member's Role/Responsibility:

Bring potential PC members and follow up with them after event; engage with new joined PC Members, make introductions, create connections; Encourage PC Members to upgrade membership for a bigger impact. Entertain guests and make everyone feel noticed, welcomed, seen and heard. Give warm farewell to guests.

- check in table - Committee Member A,B

- party favor give out and farewell - Committee Member C,D

Staff Roles:

Carry out the vision of the Chairs and committee

Purchasing, accounting, budgeting

Manage the event details and run-of-show ensuring deadlines are met

Reach donors with marketing for event

Logistics of rentals, audio/visual, catering, centerpieces, décor

Challenges:

Desired Outcomes:

- cover expenses and raise \$5k

- enroll 3 new PC members

Updates: 8/22/2024

FRIDAY NIGHT FIESTA

Date: Friday, November 8, 2024

Location: Las Casuelas Nuevas in Rancho Mirage

Time: 5:00 - 7:30 PM

Timeline:

Item	Date	Who
Venue secured		
Invitations		
Insurance		
Marketing		
Moderator		
Sponsors		

Day Of:

Time	Action	Guests
5:00 - 5:30 PM	Guest Arrival	
5:30 - 6:30 PM	Mariachi + Dinner & Drinks	
6:30 - 7:30 PM	Speech and Fundraising	
7:30	Farewell	

Updates: 8/22/2024



COLLEGE
of the
DESERT
FOUNDATION

President's Circle Planning Session #1

College of the Desert

President's Circle - Planning Session I

Date: Thursday, October 24, 2024

Location: @Rob Moon's

Time: 4:00 - 5:30 PM

Projected Attendance: 30-40 PC Members/Ambassadors

Synopsis:

This planning session is a first time event that aims to gather the most active PC members and inspire them to bring in more PC Members

Numbers:

Fundraising	Qty	Budget		Expenses	Qty	Budget
				Venue	1	host
				Charcuterie	1	host
				Drinks	1	host
Total Revenue		\$ -		Total Expenses		\$ -

Advancement and Stewardship Committee:

Committee Chair Rob Moon

Committee Co-Chair Shari Stewart

Committee Members: Tom Minder
Bill Chunowitz
Chris Anderson
Paul Hinkes
Jane Saltonstall
Barbara Monachino
Marge Dodge

Board Chair:

Diane Rubin

Staff:

Catherine Abbott, Eddie Hernandez, Elena Moiseeva, Juli Maxwell

Committee Member's Role/Responsibility:

Be pro-active

Bring in new PC members

Understand PC logistics/rules/information

Have fun!

Staff Roles:

Carry out the vision of the Chairs and committee

Purchasing, accounting, budgeting

Materials, script, forms

Logistics

Challenges:

- New format

Desired Outcomes for the year:

Bring in 10 new PC members

Build strong group of Ambassadors

Updates: 8/22/2024

President's Circle - Planning Session I

Date: Thursday, October 24, 2024

Location: @Rob Moon's

Time: 4:00 - 5:30 PM

Timeline:

Item	Date	Who
Venue secured		
Invitations		
Insurance		
Marketing collateral		
Moderator		
Sponsors		

Day Of:

Time	Action	Guests
4:00	Arrival	
4:15 - 4:45	PC Inspirational speech, discussion of how PC works, importance of growing the network, call for action, prizes	
4:45 - 5:15	Divide in groups 1 staff:6 members, fill out the form, set goals and timelines	
5:15 - 5:30	Thank you and good luck, farewell	

Updates: 8/22/2024

President's Circle - Planning Session I

Date: Thursday, October 24, 2024

Location: @Rob Moon's

Time: 4:00 - 5:30 PM

Guests:

	Name	Last Name
1	Rob	Moon
2	Bob	Hammack
3	Diane	Rubin
4	Lenny	Eber
5	Gailya	Brown
6	Diane	Wendel
7	Gerry	Wendel
8	Marge	Dodge
9	Karla	Elder
10	Jeff	Elder
11	Barbara	Monachino
12	Jane	Saltonstall
13	Paul	Hinkes
14	Jerri	Hinkes
15	Jake	Wuest
16	Rebecca	Wuest
17	Maureen	Johnson
18	Wayne	Johnson
19	Norma	Castaneda
20	Tom	Minder
21	Duke	Kulas
22	David	Cohan
23	Rene	Bernard
24	Dale	Landon
25	Shari	Stewart
26	Marc	Stewart
27	Chris	Anderson
28	Tony	Anderson
29	Bill	Chunowitz
30	Joanne	Chunowitz
31	Clark	Hallren
32	Dan	Pelosi
33	Bob	Archer
34	Chuck	Hilliar

Updates: 8/22/2024

CAMPUS TOURS

The first of the season's campus tour will be taking place in October!
There will be dates and information available in our FALL newsletter and
coming soon to our website at www.codfoundation.org.

UPCOMING EVENTS

SAVE THE DATE!

- **October 27, 2024:** Academic Angels Welcome Back Tea - Location TBD
- **October 30, 2024:** President's Circle Paint and Sip Event for PC SILVER Members and above - at COD Art Department
- **November 8, 2024:** President's Circle Friday Night Fiesta Event
- **November 18, 2024:** President's Circle Culinary Event for PC GOLD Members and above - at COD Culinary Department
- **December 4:** "Invisible Valley" Movie Screening - (more details to follow)
- **January 16:** Stepping Out for COD Gala Event
- **February 13, 2025:** Academic Angels Mixer - Location TBD
- **March 16, 2025:** President's Circle Annual Putting Contest - Shadow Mountain Golf Course
- **April 3, 2025:** State of the College - Location TBD
- **April 10, 2025:** Academic Angels Mixer - Location TBD
- **May 1, 2025:** Academic Angels Spring into Summer Lunch - Location TBD
- **May 3 -** Annual COD Student Play - McCallum Theatre

All event dates subject to change.