

NOTICE OF PUBLIC MEETING

**GREAT BASIN COLLEGE FOUNDATION
Development Committee Meeting
1500 College Parkway
Elko, Nevada 89801
President's Conference Room in Berg Hall**

Wednesday, March 2, 2016, at 7:00 a.m.

Members of the public may attend the meeting and provide testimony or public comment at these sites via video conference connection.

AGENDA

Call to Order of the Great Basin College Foundation Development Committee by Gregory Brorby at 7:16 a.m.

Committee Members Present: Dave Roden, Pamela Smith, Maria Anderson, Travis Gerber

Others in Attendance: Greg Brorby, Mark Curtis, Mardell Wilkins

1. **Public Comment** (*see foregoing notation regarding public comment*) **Information only**
None.
2. **Approval of Minutes** **Information/Action**

GBC Development Committee will reviewed the minutes of the meeting on February 20, 2015.
MOTION: by Dave Roden to approve the minutes; seconded by Pamela Smith; motion was **APPROVED**.
3. **Elect New Chair for the Development Committee** **Information/Action**
Dave Roden said the first order of business is to elect a new chair for the committee. Dave asked Pamela Smith if she was interested. Pamela declined because of work commitments.
MOTION: by Dave Roden to appoint Maria Anderson as chair of the Development Committee' seconded by Pamela Smith; motion was **APPROVED**.
4. **Discussion and possible action to direct staff in regards to:** **Information/Action**
 - A. **April donor event**
 1. **Date**
 - a. **Thursday, April 7, 2016, 6:00 p.m.** Greg Brorby said that this will be a donor appreciation event that will be similar to last year's event only it will be expanded to all donors. The invitation list will be worked on by staff.
 2. **Activities**

- a. **Department Awareness** – Greg Brorby reported the April Donor event will showcase the departmental needs. Mark Curtis said some things to highlight at the event will be online education, the new bachelor degrees, and the Veteran’s Resource Center to name just a few. The event will be opened up to all donors who have donated \$500 cumulative over the past five years, all new donors regardless of amount given, Legacy Society members, GBCF Trustees, and GBC Institutional Advisory Council. The statistics for the fall mailer were that 3% responded with a donation, but over 10% responded with contact information changes/additions. Greg will direct staff to get the invitations. Mark Curtis said that there will be an informal meeting at the beginning of the event with mingling, etc. and then he will announce the presentation of the Virtual Humanities Center in the Theater. Dr. Scott Gavorsky will be the presenter.
 - b. **Spot Light on Virtual Humanities Center** – Greg Brorby said because of the upcoming match deadline this will be a focus as well.
- 3. **Budget** – Greg Brorby reported the budget last year’s event was \$5,500, but it should be around \$2,000 to \$3,000 for this year. Liberty Mutual has an interest in partnering in this and/or other Foundation events. Pamela Smith said that last year we decided not to use sponsorships because it was a donor appreciation event. She suggested that we partner with Liberty Mutual on a larger event where it could be more useful. The committee discussed an appropriate budget for this event. **MOTION:** by Pamela Smith that the budget not exceed \$2,500 for this April Donor Event; seconded by Dave Roden; motion was **APPROVED**.
 - a. **Food** – Greg Brorby reported that Sweet Barrel will be the caterer for this event
 - b. **Decorations** – Greg Brorby reported there won’t be a need for decorations other than linen and center pieces.
 - c. **Bar** – Greg Brorby reported that Sweet Barrel will also be providing the bar.
- B. **Legacy Society Event**
 - 1. **Date**
 - a. **July 2016** – Greg Brorby stated the July date is a random date selected for discussion. President Curtis said he would like to push the Legacy Society dinner out to October and his preference would be for it to be a dinner event. Greg Brorby reported there has been three additions to the Legacy Society since he has been the Director. Travis Gerber inquired about the Foundation’s annual dinner dance going away. President Curtis said the costs were escalating and it didn’t seem special anymore. The decision was made to suspend the event for a couple of years. **MOTION:** by Pamela Smith for a Legacy Event to be pushed back to October 2016; seconded by David Roden; motion was **APPROVED**.
 - 2. **Budget** – The event was moved to October 2016 so there was no discussion on the budget or any other logistics
 - a. **Food**
 - b. **Decorations**
 - c. **Bar**

- C. Planned Giving Event** – In the past the GBC Foundation has put on a sponsored workshop on planned giving, tax implications, etc. The panel would consist of an accountant, financial advisor and attorney.

1. Date

- a. October 2016** – Greg Brorby stated the October 2016 was a date selected for discussion purposes only. **MOTION:** by David Roden to move this event to July 2016; seconded by Pamela Smith; motion was **APPROVED**.

- 2. Budget** – The planned giving workshops have always been sponsored, so it is assumed that will continue.

- a. Food** – light food and beverages.
b. Decorations – none as it is a workshop.
c. Bar – none as it is a workshop.

- D. Golden Anniversary Planning** – Greg Brorby asked President Curtis to speak on this topic. President Curtis said several important dates are coming in 2017. The start of the 50th Anniversary will begin May 2017 at Commencement. That is when the college was founded 50 years ago in 1967. Several events will be planned to commemorate the Golden Anniversary and Founding of GBC in 1967. The celebrations will last one year and conclude May 2018 once week after Commencement. This would coincide with the 1968 announcement that Howard Hughes had donated \$125,000 to Elko Community College and \$125,000 for a statewide system of community colleges. President Curtis will convene a planning committee and Greg Brorby will serve on this planning committee. President Curtis indicated that the Foundation should be woven into all the events of the year to help raise money. President Curtis would like for there to be a specific fundraising event scheduled during this year of celebration. There will need to be a special meeting of the GBCF Trustees to roll out the events that are more fund raising opportunities. If the event is purely fundraising then it would come back to Trustees to determine how that is handled. There would be a subcommittee for each of the events. Some of the Founders are keen on the “Give A Day’s Pay” theme which is how they raised the initial \$80,000 back in 1967-68 to start the college.
- E. Alumni Association Task Team** – Greg Brorby reported the Alumni Association had their first meeting last week. It was a productive meeting where they brainstormed ideas on benefits and dues. The goal is to have enough structure in place to launce at the GBC Commencement in May. Liberty Mutual offers rebates to students of NSHE and gives back a portion to the institution that they attended. To date that account has \$55,000 for us to use for the Alumni Association.
- F. Fulfillment of the NEH Grant for Virtual Humanities Center** – Greg Brorby said the deadline is August 1st to raise \$50,000 to get the next match from the NEH Grant for the Virtual Humanities Center. Greg Brorby said there are some strategies that we can use to meet that goal. The hoteliers will be presenting to the Convention Authority later this month to request a \$5 - \$10 per room fee increase that would come back to us (2600 rooms in Elko). That would help to get us to the \$50,000. Also, if someone has pledged something it is the same as receiving it, so that might be an approach. We can prepare a communications to all

the major donors with an appeal. Greg also suggested presenting an appeal to all of the civic groups in town.

- G. Potential Motives for Annual Fundraising Campaign** – Greg Brorby stated he would like to do one more appeal in summer following up on the needs of donor appreciation event. Maybe another mailer this summer or early fall. The same month every year we should be sending a letter thanking donors for their support but with a request as part of an annual campaign. The fall mailer around Thanksgiving will remain. So make them a few months apart. The letter would be a direct ask. For this year the focus should be the NEH Grant and the \$100,000 that we need to raise this year to complete the grant requirement. **MOTION:** by Pamela Smith to proceed with the May annual campaign as suggested by Greg; seconded by Travis Gerber; motion was **APPROVED**.

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| 5. | Items from committee members
None. | Information only |
| 6. | Public Comment (<i>see foregoing notation regarding public comment</i>)
None. | Information only |
| 7. | Adjourn
Meeting was adjourned at 8:17 a.m. | Information |