

NOTICE OF PUBLIC MEETING

**GREAT BASIN COLLEGE FOUNDATION
Development Committee Meeting
1500 College Parkway
Elko, Nevada 89801
Berg Hall Conference Room
GBC Winnemucca 108**

Monday, June 13, 2016, at 1:30 p.m.

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

MINUTES

Call to Order of the Great Basin College Foundation Development Committee

Present: Dave Roden (IAV), Pamela Smith (Telephone), Maria Anderson, Travis Gerber, Greg Brorby, Dr. Mark Curtis, Kimberly Hess
Absent: Mark Laffoon, Kaley Sproul

1. **Public Comment** (*see foregoing notation regarding public comment*) **Information**
None

2. **Approval of Minutes** **Information/Action**

GBC Development Committee will review, recommend changes, and/or approve the minutes of the meetings on February 20, 2015 and March 2, 2016.
MOTION: by Dave Roden to approve the minutes; seconded by Travis Gerber; motion passed.

3. **Annual Giving** **Information/Action**
Discussion and possible action regarding Annual Giving in regards to the timing of the letter, which groups to send the letter to and whether or not to send different letters to each group chosen.

The committee discussed the timing of the annual giving letter. It was recommended that it go out towards the end of the year to allow people to donate later in the year as a tax write-off or to plan for the next year. Greg stated that it would be possible to have different letters for different groups and told the committee that we have a list of invitees from the April event that Kimberly will be calling and updating information and gathering demographics from. Dave Roden suggested we put things out through the Chamber of Commerce email list as well. Pamela Smith recommended going with a post card instead of a letter as it would stand out more. The committee discussed using photos of students and including a list of ways to contribute to the college with a tear off piece to send back with the donation. Travis Gerber suggested we promote the Legacy Society as well with a thank you for past support and invitation to join the Legacy Society. Online donations were discussed and Greg stated that we aren't able to accept them yet but that we're getting close, and down the road would like donors to have online access to see what they've given in the past. The Foundation staff was asked to bring sample letters and post cards to the next meeting.

MOTION: Pamela Smith made a motion that the Foundation develop and present letters and a post card to the committee at the next meeting. Dave Roden seconded the motion; Motion passed.

4. Donor Appreciation **Information/Action**

Update to committee on Donor Appreciation Event.

Discussion and possible action on the future direction of the event and the event's overall purpose.

The committee discussed the Donor Appreciation event. 346 invitations were sent out and 62 people attended, 44 of which were either trustees and spouses or employees and spouses. Greg mentioned that he had spoken with some people who attended and there seemed to be confusion on the purpose. The committee discussed that in the future it should be more exclusive and that there was too much to absorb and was overwhelming with all of the departments participating; in the future it should highlight one area and include students being a part of it. It was suggested that we include highlights of donors and unveil the updated recognition wall. Greg stated that he heard from the people he spoke to about it that they really enjoyed the video on the Virtual Humanities Center and the items from the founders about how and why they did what they did and Dave Roden responded that he thinks that kind of video of the founders would be good for the golden anniversary celebration as we go forward. Travis Gerber stated that he thinks the key is getting the donors and the community to the College more often and having events that includes local talent and students. Greg stated that it could be worked in to tie in with Alumni Association because there need to be regular events for the Alumni as well. It was discussed that we have a beautiful campus that is not being used as it could be and more events would bring more attention from donors.

5. Signature Event - Gap **Information/Action**

Goal to raise: at least \$87,250

- $(\$165,000 - \$86,000) + (0.05 * \$165,000) = \$87,250$
- Discussion and possible action regarding event.

Characteristics of Event

- Theme of event (Dressy, Dance, 7 course meal, etc.)
- Some degree of exclusivity with a uniqueness as well.
- Create excitement and a great experience which people will associate with GBC.
- Create the expectation that attendance will mean breaking out the checkbook; Set the tone for the event as an elite fundraising event.
- Ability to talk and network with other guests; most will know each other already.
- Silent and live auction items or other fundraising sections
- Incorporate other campuses – Have similar event at the same time in other locations and/or use technology to make a virtual experience.

Greg stated that the Finance Committee has approved the framework for a budget; for the current fiscal year there's a gap of roughly \$85,000.00 that is going to be met through operating reserves. The management fees are covering half of the budget right now and the rest is met by operating reserves which is going to be donations that we can raise throughout the year. What was discussed was rather than fundraise for operations lets identify one event that can fill the budget gap similar to what the Boys & Girls Club does with Winemaker's Dinner. The intent is to create a unique event people will associate with the college, much like they did with the dinner dance in its hay day, which is expected to make a lot of money. This event's goal the first year would be to net \$87,000 which is the gap approved by the Finance Committee. The committee discussed the need for a more exclusive event and better auction items. It was suggested that we look to people in the community that have connections for things such as catering and entertainment that could be donated, like is done with the Boys and Girls Club Winemaker Dinner. It was suggested that students be involved and speak about how the College has helped them because donors love to hear from students. Greg stated that he would like to involve the other communities and Centers as well with a simultaneous event at each center and Pamela suggested making it a rotating event. Travis brought up that he had asked previously why there was no longer a dinner dance and was told that it was losing interest. He suggested the event be like the dinner dance and that it be a dressy event that people will remember with a band and nice dinner. Pamela stated that there was another nonprofit who recently did a music concert as their annual fundraiser and it had a good turnout.

MOTION: *Dave Roden made a motion to get staff to develop a signature event business plan for the committee's review. Travis Gerber and Pamela Smith seconded the motion simultaneously. Motion passed.*

Pamela Smith left the meeting at 2:21.

- 6. Golden Anniversary Fundraising Campaign** **Information/Action**

Discussion and possible action regarding event theme and fundraising ideas.
President Curtis stated that the 50-Year Celebration will go from Graduation of 2017 to a week after Graduation of 2018 but will be a full academic year, May to May. It is starting in May because that's when the College was started, in May of 1967; go through May of 2018 as May of 1968 was the first graduating class of GBC. The founders wish for us to replicate the Give a Day's Pay as the fundraising for this particular event/celebration. Not for other events but as for this one time. He is hoping to get staff and faculty back on track because at one time we had almost 100% giving something and now we're down to about 10 people out of over 150 that are giving regularly and we need to get people back in the game. Bigger donors want to know how invested are your own people. Give a Day's Pay is easy to understand, take your take home pay annually and divide by 210 and that's your Give a Day Pay. For some people it could be anything from \$30-40 and for other people it could be a couple hundred. He has already had one organizational meeting for events for the Golden Anniversary Year and will get group back together in fall to flesh out those events.
- 7. Pahrump Fundraising** **Information/Action**

Discussion and possible action regarding fundraising ideas for the new Pahrump campus.
President Curtis stated that the College is receiving 274 acres of BLM land. He has an architectural plan for campus, has seen a video model and has a hard 3-D model being made. As soon as we get the land patent, or deed to the land, we'll do a little splash down there that we have it, do a groundbreaking event and then with this committee's help and Greg's, we will start to put together a plan to raise some money there. That will all happen within the next several months.
Travis Gerber left the meeting at 2:25.
- 8. Items from committee members** **Information**

Committee members may bring to the attention of the committee items pertaining to the Foundation that might be of interest to the group. No action may be taken on a matter raised under this agenda items
None
- 9. Public Comment (see foregoing notation regarding public comment)** **Information**

None
- 10. Adjourn** **Information**

The meeting was adjourned at 2:26 pm.
Discussion continued after adjournment in regards to when to meet next and Signature Event ideas. The next meeting date was not set to allow Greg time to put together Signature Event information. President Curtis stated that the Dinner Dance was popular for many years and Travis seemed to be suggesting we bring that back at a higher level. Maria suggested doing a big Dinner Dance event every other year and on the off years doing something outdoors. Greg mentioned that he searched a lot of fundraising ideas and one of the options was a Crawfish Boil and that the Rotary in his home town does an annual Crawfish Boil and nets well over \$100,000 with an all-day event in the park where they fry in fresh crawfish from Louisiana. Maria said that she would like that kind of event and that it sounds like fun. She and Dr. Curtis agreed that if the Dinner Dance is brought back it needs to be done better, bigger and differently than it was before. Greg stated that he will put numbers to a few different types of events, such as the concert, crawfish boil and dinner dance, and maybe a couple of other things on his research list. Dr. Curtis stated that if people really wanted to sit on the concrete, the GBC amphitheater would seat 500, plus they could be on the lawn, etc. Maria mentioned you could do a crawfish boil with a concert after. Dr. Curtis confirmed that alcohol is allowed on campus as long as he signs the request.

Minutes Approved: Wednesday, August 31, 2016