

NOTICE OF PUBLIC MEETING

**GREAT BASIN COLLEGE FOUNDATION
Development Committee Meeting
1500 College Parkway
Elko, Nevada 89801
Berg Hall Conference Room
GBC Winnemucca 110**

Wednesday, August 31, 2016, at 2:00 p.m.

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

Call to Order of the Great Basin College Foundation Development Committee

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

1. Public Comment

Information

See foregoing notation regarding public comment
None.

2. Approval of Minutes

Information/Action

GBCF Development Committee will review, recommend changes to, and/or approve the minutes of the meeting on June 13, 2016.

MOTION: Travis Gerber made a motion to approve the minutes, as written; Seconded by Mark Laffoon. The motion was APPROVED.

3. Annual Giving – Letter & Postcard Samples

Information/Action

Staff will present a sample Annual Giving letter and sample Annual Giving postcard. The GBCF Development Committee will review, potentially make changes to, and possibly take action on these samples.

Staff briefed the committee on the options presented: annual giving letter with a small donation card and a large double-sided postcard. It was recommended that we include an easy way for it to be returned such as an envelope with the letter, that last year the mailer went out to around 350 people and that it should have a strong call to action such as "Your donation is an investment in GBC's future. It was suggested that we leave off the note regarding online giving and include a check box that states "I have included GBC in my will or trust" on the card.

MOTION: Travis Gerber made a motion to use the large postcard, strengthen the call to action on the front, add a checkbox for their will or trust and remove online giving available piece; Seconded by Dave Roden. Motion passed.

4. Annual Giving Mailer

Information/Action

Discuss the timing of the Annual Giving letter and/or postcard with potential action to direct staff on the desired timing of mailer.

Greg stated that last year the mailer was sent as a Thank You card around Thanksgiving. The committee had previously thought mid-October would allow businesses to get it into their budgets and would be an appropriate timeframe. Maria agreed with Mid-October.

MOTION: Travis Gerber made a motion to mail the annual giving postcard in mid-October; seconded by Mark Laffoon. Motion passed.

5. Signature Event Analysis & Recommendation

Information/Action

Staff will present Signature Event analysis with recommendations based on a break-even analysis of three types of events: music concert, dinner dance with auction and raffle items, and crawfish boil. Discussion and possible action to direct staff on how to proceed with Signature Event selection and/or planning.

Greg briefed on the three types of events he analyzed for the Signature Event, the music concert, crawfish boil & dinner dance with auction items & raffle items. The goal is to net \$87,000 which is the budget shortfall. In discussion it was determined that at any of these events raffle and auction items will be important as well as a strong volunteer force to prepare the event. Two to three months to prepare the raffle and auction, 110 raffle and auction items and a volunteer force of 15-20 people were the recommendation from discussion. The committee was presented with the option to choose one of the events presented, suggest a different event or to establish one or more focus groups to involve the community in the development of the event.

MOTION: Dave Roden made a motion to establish a focus group to determine the direction of the Signature Event and adding in auction items; seconded by Travis Gerber. Motion passed.

6. Signature Event Committee

Information/Action

Discussion of the formation of a Signature Event Planning Committee. Possible action to direct staff on how to proceed with the selection/formation of a Signature Event Planning Committee.

Greg stated that the reason he put this on the agenda was to get the committee thinking about who to get to be on the Signature Event Committee and request they start thinking of good volunteers to get to be a part of this committee. He requested that as they think of people in the community with connections to the college and other resources they email himself or Kimberly with the names to reach out to. It was suggested that we look into contacting people on the boards of other local non-profits that have successful events and the Fair Board along with contacting the City to schedule the event around other events in town.

7. Donor Survey

Information/Action

Staff will present a draft procedure for the upcoming donor survey for the Committee's discussion and potential approval. Potential action to direct staff on how to proceed with the Donor Survey.

Greg briefed the committee on the script that was in their packet. He stated that the main piece he is looking for with the survey is emails so we can start having regular communication with our donors, maybe quarterly. The goal is to thank them for previous donations, hopefully gain some new donations and update their information in order to be able to target groups of our donor database for specific communications in the future. It was presented that it would take staff two solid weeks to reach all 350 donors and with fitting it into the schedule it was anticipated it could be done in the next 4-6 weeks.

After much discussion regarding the purpose of the calls, the holes in donor information in our donor database and the information being gathered, along with people's reluctance to answer calls and give personal information over the phone it was suggested that a mailer with a cover letter explaining that we are updating our donor database would be more appropriate with follow-up calls from staff if the mailer was not returned or if the donor asked for more information and that if we used a mailer method it would be more appropriate to include questions regarding education. Another suggestion to add to the mailer was a box to check if they wanted someone from the Foundation to contact them.

MOTION: Mark Laffoon made a motion to do donor survey by mailer and follow up with a phone call if needed to update the donor database; seconded by Dave Roden. Motion passed.

8. Donor Recognition Levels

Information/Action

Review and discussion of current donor recognition levels. Discussion of any potential or desired changes. Potential action to direct staff on changes desired by the Committee and how to proceed with making desired changes.

Greg briefed on the handouts and explained that it is unclear to him as to what the levels are/should be. It seems common to have a recognition for donors that is cumulative and one that is annual which is what is typically used in the annual reports. He stated that he is not recommending any changes to the Legacy Society.

The committee discussed how low the levels of recognition should go and it was pointed out that even a small donation means something to the person donating and all should be recognized, which is how the Western Folklife Center and Museum function. The committee would like staff to combine what has been done and make a recommendation on how to move forward with consistent levels of recognition, and a way to appreciate all donors regardless of level.

- 9. Legacy Society Dinner** **Information/Action**
Discussion of potential dates, style, and timing of Save-the-Date mailer, potential locations & potential budget for the Legacy Society Dinner, with possible action, to direct staff as to these items.
Greg stated that earlier in the year the committee had talked about doing the Legacy Society Dinner in October and now we need to pick a date. If the committee proceeds with the October timeframe we would send out a save the date mailer in the next couple weeks. There are 43 people on the Legacy Society list that we know of plus the trustees. Staff's suggestion is to have a nice catered dinner. It was suggested that we can publicize it after the fact to thank the legacy members and bring awareness to the Legacy Society. The last dinner was d'oeuvres and was done in the Library. No motion or action was taken as the committee discussed proceeding with an October date and Dr. Curtis and Greg stated that they would find one that meets the College's and Trustees' schedules.
- 10. Alumni Association** **Information/Action**
Staff will present an update on the Alumni Association to include, but not limited to, potential upcoming events and online giving. Discussion and possible action to direct staff on how to proceed based on discussions of these items.
Greg updated the committee on the Alumni Association and the booth we had at the Chamber of Commerce's Business After Hours event in August, which was not well attended; there were more vendors there than attendees. The next event we are participating in is the Downtown Business Association's Wine Walk on September 10th, partnering with Coldwell Banker at their location. He also updated the committee on the online giving module and stated that one of the things the finance committee will be considering at their next meeting is adding an online giving module. He stated that after that is up we can get really aggressive with launching the Alumni Association. On the foundation side, this will let donors make donations online and set up with recurring payments and they will be able to do it through a credit card or e-check. It was discussed that Kathy McAdoo, the new regent, suggested we ought to work hard to get t-shirts going that say Alumni, that possibly we can set up a link where alums can order Alumni gear themselves, maybe even through the bookstore's vendor or a link on our web page and that we haven't had enough interest thus far but hope to build up a group over time that will want it.
- 11. 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
- 12. Public Comment** **Information**
See foregoing notation regarding public comment.
None
- 13. Adjourn** **Information**
The meeting was adjourned at 3:16 pm.