

NOTICE OF PUBLIC MEETING

GREAT BASIN COLLEGE FOUNDATION Board of Trustees Development Committee Meeting

1500 College Parkway, Elko, Nevada 89801

McMullen Hall 102

BlueJeans Dial-in: 888-240-2560, ID: 841 416 481

Thursday, February 7, 2019, at 3:30 pm

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 Board of Trustees, Development Committee

1. Call to Order and Pledge of Allegiance
3:20pm

2. Roll Call

Present

Tana Gallagher
Cami Gerber
Travis Gerber
Zachary Gerber
Matt McCarty
Melissa Schultz

Call-In

Absent

Kimberly Hess
Mark Laffoon
Carrie Bruno
Meisner
Dave Roden
Jennifer Saxton

Guests

Dr. Hugh Collett
Kevin Seipp

3. Public Comment (*see notation regarding public comment*)
None. Information
4. Approval of Minutes Information
5. Development Committee Chair Report Information
Going forward, Committee roles will be determined and responsibilities will be more focused than in the past. The Development Committee will be responsible for working within the Foundation Strategic Plan to promote more activity at the College, develop campaigns, and increase Planned Giving.
6. Development Information/Action Items
 - a. Gala Preparation Information
 - i. Décor
Books, objects, and photos from GBC will be used for centerpieces
 - ii. Celebrating Scholarship
Student scholars have been invited and contacted. Interviews and photoshoot will be conducted during February to generate content and media packages for the Gala, the Foundation website and Facebook page, and newspaper and print material, etc.
 - iii. Games
Mr. Travis Gerber has completed the dart board. Ms. Gerber will order balloons and darts and raffle tickets. Ms. Gallagher provided Travis with a blueprint for another game to make. There

will be two or three different types of games available for guests. Gaming will take place during the cocktail hour at the dance and after dinner.

iv. Auction

Auction items are coming in from the Board of Trustees. Ms. Gallagher emailed the Board to remind them to gather auction items. Ms. Gerber will send out a follow-up email about GBC items that need sponsorship.

v. One Day's Wages

Dr. Collett has agreed to kick off the One Day's Wages campaign; Dr. Collett and Ms. Gallagher will meet on March 4 to go over the script.

vi. Sales

The Foundation has sold four tables (including student sponsorship) with four more tables secured. The afternoon Rotary has been invited to purchase tickets; the Elko City Council and Elko County Commission will be asked this month to buy tickets.

vii. Advertising

500 seasonal cards were sent out in December with a Gala save-the-date card inside; 500 Gala invitations were mailed out in January; 150 posters were printed and put up around campus and town; 150 more posters are in-print and 60 more invitations (to be distributed in February to more businesses and invitees); the Gala is currently being advertised on the digital billboard on 12th Street; KELK radio recorded a Gala interview and Ruby Radio will be recording in one week.

viii. Schedule of Events

In progress.

b. Strategic Plan: Building a Foundation, Leaving a Legacy, Celebrating Scholarship Possible Action

Building a Foundation, Leaving a Legacy, Celebrating Scholarship is the tagline for the Foundation which represents creating a sustainable Foundation; encouraging people to mention the Foundation in their estate, trust, or will, and investing in creating a legacy at GBC; and celebrating student and faculty scholarship. Recognizing our donors and sharing with them what we do at GBC is a continuous loop that we close through Administration (of the Foundation and its Committees), Contacts (reaching out to the community through visitation, publication, interaction); Invitation (increasing foot traffic on campus, inviting people to include the College in their will or trust, increasing interaction); and Recognition (recognizing student and faculty scholarship, recognizing and growing the alumni association, and honoring and thanking our donors).

Our main goals going forward are:

Make a sustainable Foundation: To build the endowments to cover the expenses of the Foundation, and to come up with a campaign to make this happen. Mr. McCarty mentioned the Clements Campaign for Planned Giving and will provide the Development Committee with more information.

Building awareness and campus foot traffic: College open houses, campus tours, getting more community events on campus, concerts, 5k's, homecoming, etc.

One Day's Wages campaign will be the year-round campaign. It's a campaign that people understand is unique to our College.

Mr. Seipp suggested that, and it was supported by the Development Committee, that each time the Board of Trustees meets, the meeting should be held in a different building on the campus so that the Board can familiarize itself with the campus. Department Chairs could give the tour and/or a brief presentation. This way, the faculty and staff can get to know the Board of Trustees too. Mr. Seipp said the Board of Trustees could use the CTE "robot" to give a virtual tour to Board attendees not at the GBC Elko campus.

i. Administration

1. Reporting and Tracking
2. Defining Responsibilities

ii. Contacts

1. Community Outreach
2. Social Media Management
3. Campus Traffic
4. Quality SWAG
5. Alumni Association

iii. Invitations

1. Campaigns
 - a. Future Campaigns
 - b. Sustainable Foundation
 - c. Estate Planning Workshop
 - d. Gala
 - e. One Day's Wages
 - f. Additional Goals
 - g. Target Donor Base
 - h. Estate planning workshops

It was decided that May or June would be good months for these free events, and at we can encourage guests to give One Day's Wages and include the College in their estate plan.

i. Athletics

- i. Recommend to Board of Trustees to support approval of an Athletics Programs Action
- ii. Fundraising manager contract Information/Action

Please review letter from Matt McCarty.

A resolution was adopted by the Development Committee to “encourage the Foundation Board of Trustees to adopt a resolution to commit up to a \$50,000 contribution from the Board Designated Endowment for New Programs fund to match other donor funding sources on a dollar-for-dollar basis for the Fall 2020 women’s volleyball program and start-up costs, and which is contingent on the Board of Regent’s approval of the GBC sports program and full start-up funding of the program by November 30, 2019.”

MSP: Ms. Tana Gallagher, Ms. Melissa Schultz

iv. Recognition

1. Gala Follow-up
2. Implementation Strategies

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| 7. Items from Board Members
None. | Information |
| 8. Public Comment (<i>see notation regarding public comment</i>)
None. | Information |
| 9. Adjourn
5:20pm | |

This notice and agenda have been posted at or before February 4, 2019, no later than 9:00 am, which is the third business day before the meeting, in accordance with NRS 241.020, at the meeting location and at the following public locations:

- GBC Foundation’s website (<http://www.gbcnv.edu/foundation/index.html>)
- The Nevada Public Notice website pursuant to NRS 232.2175 (<https://notice.nv.gov/>)

IMPORTANT INFORMATION ABOUT THE AGENDA AND PUBLIC MEETING

NOTE: Above is an agenda of all items scheduled to be considered. Notification is hereby provided that items on the agenda may be taken out of order and presented, two or more agenda items may be combined for consideration, and an agenda item may be removed from the agenda or discussion relating to an item on the agenda may be delayed at any time.

Some agenda items are noted as having accompanying reference material. Reference material may be accessed at the electronic version of the agenda by clicking the reference link associated with a particular item. The agenda and associated reference material may also be accessed on the Internet by Great Basin College Foundation’s web page at <http://www.gbcnv.edu/foundation/meetings.html>. To request a copy of supporting documentation please contact Matt McCarty at (775) 753-2260.

Reasonable efforts will be made to assist and accommodate physically disabled person attending the meeting. Please call the GBC Office of the President at (775) 753-2265 in advance so that arrangements may be made.

PUBLIC COMMENTS: Public comment will be taken during this agenda item. No action may be taken on a matter raised under this item until the matter is included on an agenda as an item on which action may be taken. Comments will be limited to two minutes per person. Persons making comment will be asked to begin by stating their name for the record and to spell their last name. The Board Chair may elect to allow additional public comment on a specific agenda item when that agenda item is being considered.

In accordance with Attorney General File No. 00-047 (April 27, 2001), as restated in the Attorney General’s Open Meeting law Manual, the Board Chair may prohibit comment if the content of that comment is a topic that is not relevant to, or within the authority of, the GBC Foundation Board of Trustees, or if the content is willfully disruptive of the meeting by being irrelevant, repetitious, slanderous, offensive, inflammatory, irrational or amounting to personal attacks or interfering with the rights of other speakers.