

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: (408) 740-7256, ID: 336 549 951

Friday, March 1, 2019, at 4:00 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

2. Roll Call

Present

Carrie Bruno
Meisner
Dr. Hugh Collett
Tana Gallagher
Travis Gerber
Zachary Gerber
Kimberly Hess
Mark Laffoon
Melissa Schultz

Call-in

Dave Roden

Absent

Guests

Cami Gerber
Matt McCarty

3. Public Comment (*see notation regarding public comment*)
None

Information

4. Approval of Minutes
MSP Mr. David Roden, Ms. Carrie Bruno Meisner

Information

5. Development Committee Chair Report
The Development Committee made a recommendation to the Foundation Board of Trustees to create a \$50,000.00 Athletics Program match. The recommendation passed vote successfully, and with the support of the full Board of Trustees, the Foundation can move on to the next step in fundraising.

Information

6. Development Information/Action Items

a. Gala Preparation

Information

i. Sales

The Foundation has met its projected ticket sells of 200 tickets and expects to sell 300 tickets

ii. Schedule of Events

Ms. Gerber will meet with each of the speakers before the event to go over the schedule and script

b. Strategic Plan

Information

i. Administration

1. Development Committee Responsibilities

Mr. McCarty read the Development Committee statement of purpose. He then stated that the Development Committee is the fundraising arm of the Foundation.

Ms. Gerber suggested that the Development Committee look beyond the statement of purpose and determine what specific goals and responsibilities the Development Committee wants to take on, for example, will Development be responsible for giving tours on campus or making office visits to the community?

ii. Contacts

1. Community Outreach

Ms. Gallagher and Mr. Gerber suggested that the Board divide and conquer community office visits between each of the Trustees over a number of a few days a year.

2. Alumni Association

Mr. McCarty said that collecting alumni information needs to be looked into by the Foundation

Mr. McCarty mentioned briefly the creation of a Booster Club for Athletics.

Mr. McCarty stated that a strategic plan needs to be determined that will take into account the committees and needs of the College. That the College does not seem to, at present, have a clear strategy going forward, Mr. McCarty recommends that the Development Committee and Board of Trustees determine where it would like to focus its energies.

iii. Invitations

1. Campaigns

a. Sustainable Foundation (Building a Foundation)

b. Legacy Society (Leaving a Legacy)

i. Estate Planning Workshop

c. Gala

Call-time for day-of assistance will be 9:00am on Saturday, March 16, 2019. Ms. Gerber will be meeting with Ms. Gallagher, Dr. Collett, and Mr. Glennon to go over the script this week.

d. One Day's Pay

Dr. Collett will launch this campaign

e. Athletics

None.

f. Additional Goals

- i. The Development Committee discussed inviting the community on-campus, as well as setting a goal for the Board of Trustees to go out in groups, or pairs, and visit each of the local businesses. A goal needs to be set for 2020 about how many businesses will be visited each year. Mr. Gerber stated that a strategic plan is in place and this will answer the goal of making contacts in the community and familiarizing the community with what the Foundation is and does. Ms. Gerber offered to create a small, accessible handout that could be used by the Board on these office visits. Ms. Hess suggested Ms. Gerber contact Ms. Kayla McCarson in Media Services to go through past Foundation files to see what had been created in the past regarding print material. Mr. Carrie Meisner suggested a College Open House or College Campus Day, or a Homecoming Week/Weekend, or a Family Weekend, or Alumni Weekend at GBC. A day when all the buildings are open and there are experiments, and demonstrations and displays in which the community can participate.

This could be done at each of the respective campuses. We could target donors for the open house, and perhaps revitalize the Alumni Association. This may help us capture people who would not attend the Gala. It could be held in the fall as a back-to-school event. People could sign up for Alumni Association mailers/information. We could use the outdoor amphitheater for music and hire a vendor or food truck, etc. to cater. Dates were discussed: during the Labor Day horse races; During the Elko County Fair; two weeks after school begins; to coincide with the Classified Council Chili Cook Off, and perhaps get the ceramics classes involved by selling chili bowls, etc. Ms. Zach Gerber suggested a focus on increasing the Legacy Society membership and creating a brochure that could be attorney's, financial advisors, etc. to hand out to their clients. Any brochures made would be digital .pdfs as well. Mr. Zach Gerber suggested included such statistics and numbers as hours of service students give to the community a year, number of graduates, number of certificates earned, and that perhaps different brochures could be developed to target different business sectors such as mining. Mr. Travis Gerber suggested getting GBC events on the Everything Elko calendar as well as the Foundation creating its own, accessible, monthly activity calendar to post online and hang up on campus. Ms. Meisner said it would be neat to have professionals come to campus and present about their industry. Mr. Travis Gerber said the A Day's Pay campaign can be an ongoing campaign that will roll forward with pledge cards, and we should make it available at events like this—we should continually educate people about the Campaign. Having a Foundation float in the fair parade, etc. would be good. Mr. Travis Gerber suggested hosting a campus scavenger hunt with clues and a prize at the end after completing a "tour" of campus. Ms. Gerber suggested a prize such as quality SWAG or a \$5.00 gift certificate to the GBC campus bookstore. Ms. Meisner said it would be neat to have industry/professional representatives and/or College faculty and/or students present quarterly at the GBC campus to involve the community and academic populations.

iv. Recognition

1. Gala Follow-Up
None.
2. Implementation Strategies
None.

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| 7. Items from Board Members | Information |
| 8. Public Comment (<i>see notation regarding public comment</i>) | Information |
| 9. Adjourn: MSP—End—April 5, 2019 Regular spring March 19, 2019: 4:00 | |

This notice and agenda have been posted at or before February 26, 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.