

NOTICE OF PUBLIC MEETING

GREAT BASIN COLLEGE FOUNDATION
Board of Trustees Development Committee Meeting
GBC Foundation Office: 1025 Chilton Circle, Elko, Nevada 89801
BlueJeans Dial-in: (408) 740-7256, ID: 627 553 097

Friday, May 9, 2019, at 12:00 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

12:04 a.m.

Due to Zach's absence, Mr. McCarty requested that Ms. Schultz chair the meeting.

2. Roll Call

Present

Dr. Hugh Collett
Tana Gallagher
Cami Gerber
Travis Gerber
Kimberly Hess
Matt McCarty
Carrie Bruno Meisner
Melissa Schultz

Call-in

Dave Roden

Absent

Zachary Gerber
Mark Laffoon

Guests

3. Public Comment (*see notation regarding public comment*)

None.

Information

4. Approval of Minutes

To Approve March 1, 2019 Minutes MSP: Mr. Roden, Ms. Bruno Meisner

Information/Action

5. Development Committee Chair Report

None.

Information

6. Development Information/Action Items

Information/Possible Action

- a. Gala Report, Feedback, Planning for Next Year

Mr. McCarty reported that there was a gain of about \$9,600 from the Gala event. 322 tickets were sold for the event, and next year's date has been secured.

Suggestion shared for planning for next year's Gala:

- Dr. Collett: There was little dancing, so the Development Committee should reconsider the type of entertainment.
- Mr. McCarty: Spoke with Mr. Lemich and serving a plated meal was too slow, so this cut into the dancing
- Ms. Gerber: The program was originally scripted to be much shorter. We could also do a buffet of hors d'oeuvres which would encourage more mingling.

- Ms. Gallagher: Also spoke with Mr. Lemich and he suggested we do a buffet style dinner if we are counting on that many people for next year. The dance floor should be centrally located so more people are apt to dance.
- Mr. T. Gerber: The program needs to be shorter and the auction earlier in the night. The Gala needs to be a fresh and new format every year--Next year we will hold the Gala in the new building which is a good idea.
- Ms. Hess: Consider a wireless microphone for the entertainment so they can mingle more with guests. Recruit a professional auctioneer--suggested Sheldon Mudd--for the live-auction portion of the evening.

i. Recognition and Follow-up

Suggestions shared for recognition and follow-up:

- Ms. Schultz: Post “Why I Invest in GBC” videos to social media; Invite the Education newspaper section writer to the Gala next year and have them take photos, do interviews at the event, etc., so they can do a write-up shortly after the event
- Ms. Bruno Meisner: Make a personal visit to the main sponsors. Publish in the paper how much money we have been able to raise from the Invest a Day’s Pay campaign so far; thank the sponsors; and save-the-date for March 21.
- Ms. Gerber: Publish in the newspaper how much money has been raised so far with the Invest a Day’s pay and have a running list of donors that can be published.
- Ms. Hess: The Foundation should develop language that can be used on all material with language that requests permission to publicly recognize donors going forward so that donors can be publicly recognized as part of the Foundation’s campaigns.
- Mr. T. Gerber: Publish in the paper how much able to raise from the Invest a Day’s Pay campaign and direct people as to how they can continue to give. Thank the accounting industry for their sponsorship, and approach the legal industry next year for sponsorship, and then the physicians, etc., subsequently.

Mr. Roden asked if a GBC alumni publication would be going out. Mr. McCarty responded that reinstituting the Alumni Association would be something that needs to go before the full board for direction since this would take more Foundation personnel and funding.

ii. Set 2020 date

Saturday, March 21, 2020

b. GBC College Day/Week

- i. Goals
- ii. Date
- iii. Entertainment
- iv. Vendor
- v. Booths (GBC Programs, Clubs, etc.)
- vi. Invitations

Suggestions shared for GBC College Day/Week:

- Mr. T. Gerber: Set a date for the event on a Friday in September; call the event a Great Basin College Open House. It will be better to start off with a small event and then grow

it. Get a caterer and entertainment right away. Have a lecturer or two and/or have some talks or demonstrations highlighting GBC scholarship. The Foundation should invite the community to events on campus every month or every two months. The Foundation should manage a calendar of events that are taking place at GBC and should keep the communication, invitations, and recognition cycling as part of the Foundation's strategy. Mr. T. Gerber suggested opening up the volleyball pit for a game, having catch games available, corn hole, and a scavenger hunt utilizing clues on campus and buildings.

- Ms. Bruno Meisner: The event should be a half day (four-hour block). The Anatomy and Physiology lab could be opened for demonstrations. Other places that could be open could be the library, the nursing labs, the DCIT labs, the High Tech Center, Fitness Center, the Leonard Student Life Center, and the Student Government office. Via email: "In regards to getting the word out about GBC College Day, I recommend an announcement at Department Chairs the first week we are back on campus so the Chairs can take the info back to their departments. Also, an announcement at the first faculty senate would be a good idea too."
- Ms. Hess: We could partner with the Fitness Center and other buildings/spaces across campus to open up to the public. Based on the day of the week, Kim can be a resource for coordinating rooms. If the event is done on a weekday, there will be active classrooms for patrons to see. Entertainment could be provided in the amphitheater. Kim wanted to know if the Development Committee should include the rest of the campuses in this event. Following up with that suggestion, Kim suggested we start with GBC Elko first, or we could highlight one campus one day of the week. She also suggested we showcase different Departments and places on campus. That we could even do a free fitness sampler in the gym.
- Mr. McCarty: If it is done on the weekend this may affect numbers positively or negatively. Mr. McCarty also wanted to know if we should include the rest of the campuses. Mr. McCarty wanted to know what the goal is for this event; it was decided that getting people on-campus would be the main goal. Mr. McCarty suggested we could get some of the food donated or sponsored, and that we could get local musicians to probably play for free. Mr. McCarty stated the Development Committee and the Board of Trustees needs to develop a strategic plan beyond the administration, contacts, invitations, and recognition reviewed by the Board of Trustees and Development Committee a few months ago. This will be addressed in the next Board of Trustees meeting.
- Mr. Z. Gerber (via email correspondence): "My suggestion is to immediately set a date, notify the Chamber of Commerce and other community organizations that calendar events, and then begin advertising. We are already getting too close to the event."

In summary, dates for the event were discussed, but no date was selected.

c. One Day's Pay

i. Campaign Outreach and Publicity

d. Community Outreach

i. Print Material (Cami)

The mass mailer material would be a good place to start to create literature that can be handed out by law offices, financial advisors, etc., because it fills the need for what the Development Committee is looking for.

e. Legacy Society

i. Estate Planning Workshop

1. Date
2. Location
3. Print Material

f. Alumni Association

7. Items from Board Members

Information

8. Public Comment (*see notation regarding public comment*)

Information

Due to time constraints, the Committee was not able to address 6 c., 6 e., nor 6 f. Mr. McCarty therefore requested that Ms. Gerber contact the Development Committee members via email separately to get their feedback on what they would like to do to for the GBC College Day/Week.

In closing, Dr. Collett read into the minutes the following in response to Mr. McCarty's statement in last meeting's minutes that the Development Committee needs to develop a strategic plan (see handout):

Purpose of Development Committee of Foundation

Be the vision for the college.

Search for and evaluate programs which will give new opportunities to students. New avenues of rewarding their potential.

Continually prioritize programs and accomplish the most valuable. Basis for use of foundation funds.

Work closely with President so administration, faculty, and students are in agreement and enthusiastic.

Constantly upgrade and be on the scientific edge of our unique programs. Ex: Distance learning. All technology rapidly changes and our program must constantly upgrade to be the finest. We must constantly be aware of competition and making sure we are the best program. This includes keeping the cost low and providing the most modern up to date, convenient and finest quality projection of our programs.

Advance programs with which all campuses will benefit. Strive for unity of purpose and achievements.

GBC does not want the reputation of being obsolete and ordinary. We wish it to be visionary, extraordinary, and innovative, the pride of Nevada and the institution all admire and try to copy.

Hugh S. Collett M.D.

9. Adjourn

1:00pm

This notice and agenda have been posted at or before May 6, 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.