

GREAT BASIN COLLEGE FOUNDATION
Board of Trustees Development Committee Meeting
Thursday September 10, 2020, at 12:15 pm

Minutes

1. Call to Order
2. Roll Call

Chris Johnson (Chair): Present Dave Roden: Present
Caroline McIntosh: Present

Other Present:
Matt McCarty, Director
Jennifer Sprout, GBC Communications Director
Kelli Baker, Admin Assistant

3. Public Comment (*see notation regarding public comment*) **Information Only**
4. Approval of Minutes **May 14, 2020** **Information/Possible Action**

Chair Johnson briefly went over the minutes of the May 14, 2020, meeting.

MSP: Mr. Roden; Ms. McIntosh to approve the minutes of May 14, 2020, unanimous.

5. Development Committee Chair Report **Information Only**

Chair Johnson stated some things to go over today is the role of Committee, which is to recognize the needs of the College from a citizen standpoint. Chair Johnson stated we need to move forward with the capital campaign with weld shop and identifying a lead gift. Chair Johnson briefly spoke about the Alumni and the Legacy Society and how it all ties together for the success of the Foundation.

6. Development Information/Action Items

- a. Discussion and possible approval of an update and review of plan for identifying lead gifts and time frame of receiving gifts for the Welding Shop Campaign, and matters related thereto. **Information/Possible Action**

Chair Johnson went over the material that was provided in the packet for campaign possible contacts. Chair Johnson stated that we need to get this in front of the Trustees once we define a lead gift from one of the bigger donors. Mr. McCarty asked if the Committee has a preference of the proposed schedule of donations that are included in packet, which one they would like to pursue? Mr. Roden stated once we define what the lead gift is, we will start there first. Chair Johnson agreed saying once we visit with several potential donors, and have the lead gift amount, we can go to the other middle donors stating this is what we have, that would be the strategy.

Discussion revolved around who the potential lead gift may come from.

Chair Johnson said the attached list is a good start and we need to get meetings set up and have a Trustee available. Ms. McIntosh inquired if is there an ask packet that can be sent, something that defines what the project is along with a total, and are we waiting for what will happen with NSHE, will it affect our ask? Chair Johnson replied NSHE will not affect it but agreed that there does need to be a case for support. Ms. McIntosh said she worried the State is broke and not sure if they would fund it in the next legislative session. Chair Johnson replied it is a top project as far as the State goes. Mr. McCarty said his understanding it is, but that he saw in the news this morning that NSHE indicated the planning monies for the college had been reduced by \$250,000.00, not sure if that was a straight cut and have not spoken to administration about it. Ms. Sprout said she agrees a presentation needs to be put together, i.e. where we are at and where we are going. Ms. Sprout also said a pre introductory letter would be good. Mr. Roden suggested to get with other Board members who have mining connections.

No action taken.

b. One Day's Pay

i. Campaign Outreach and Publicity

Information/Possible Action

Mr. McCarty said the Invest a Day's Pay is the fastest and strongest way to build up the unrestricted funds. Mr. McCarty said other ways to increase those funds would be through endowments; grants that would replace the NEH pledge; and legacy or estate planning. Mr. McCarty said he has been working with Jennifer Sprout on developing a program to reach out to donors and scholarship recipients through a direct social media ask for the Invest a Day's Pay, which will probably be ready by the middle or end of October. Ms. Sprout said depending on which way the Committee would like to go her team can put together a campaign together pretty rapidly. Ms. Sprout stated that her and Mr. McCarty had talked about putting together a much bigger campaign, but by October 1st she can get something going. Chair Johnson said that is a good idea to keep the theme going, but we need to identify where the money would go for people who want to give.

Chair Johnson asked what the potential giving in the One Day's campaign, he said he doesn't see it as a huge amount of money. Mr. McCarty replied there is a potential for \$100,000.00 and the last time we did the Invest a Day's Pay we raised around \$17,000.00 from around 35 gifts, if we had a larger response it would be a possible larger return for the Foundation. Chair Johnson inquired where the money was given to in the past? Mr. McCarty replied unrestricted, which helps the financial situation of the Foundation. Chair Johnson agreed, just keep expanding and maybe they will become annual gifts. Ms. McIntosh said she's predicting the College will be asking the Foundation to support the dual credit for the Spring semester? Mr. McCarty replied possibly yes but have not received feedback from administration as to how

much money was given from the school districts. Mr. McCarty said his understanding was there was enough money given to cover the other 2 tiers, we are waiting for more information from the College so we can apply to other foundations for emergency COVID funding or if it's just dual enrollment for high school students. Ms. McIntosh stated the One Day's Pay could be possible source for funding. Chair Johnson said it sounds like the case for support is what has been provided in the past and also to expand and make it more specific to what the needs of the College, whether it is dual credit or lack of State funding.

Mr. McCarty said he will be working on the Legacy Society and if we can work simultaneously on the One Day's Pay and the Welding Campaign, that should be where we are focusing on right now. Ms. Sprout said it is a good idea to go after the dual enrollment too, that would be another option for them to put their money too. Chair Johnson said that we could have the welding lab, the unrestricted, the dual enrollment all on a campaign and let the people choose. Ms. McIntosh asked if we are looking to do the One Day's Pay and the campaign for the welding? Mr. McCarty stated the welding would be more private and not as widespread until we get the major gift. Mr. McCarty said he agrees with the dual enrollment idea as we do not have scholarships for that. Mr. McCarty stated that he will proceed with the Invest a Day's Pay and the social media campaign.

No action taken.

c. Community Outreach

i. Committee Contact Assignment

Information/Possible Action

Mr. McCarty said that relates to any initiatives we were doing and are there any specific companies you would like to reach out to, or we could take it to the Full Board. Chair Johnson replied we need to have a case for support first.

No action taken.

d. Legacy Society

i. Stakeholder Contact

Information/Possible Action

Mr. McCarty stated until we get the contacts for the attorneys and finance professionals, I'm not sure we need to move on it. Mr. McCarty stated if the Committee has any professionals you would like us to meet with, we can start there. Chair Johnson stated maybe reach out to the Trustees themselves to see if they have the College named or we can have a legacy dinner (after COVID). Ms. McIntosh suggested to talk to judges, as they are a great source.

No action taken.

ii. Estate Planning Workshop

Information Only

Mr. McCarty informed the Committee that the workshop that was previously scheduled for September has been canceled. Mr. Roden suggested to send out an invite through Nevada Cattlemen’s Association when it is rescheduled.

e. Alumni Association

- i. Revitalization of Association Taskforce **Information/Possible Action**

No discussion.

- ii. Discussion and modification of proposed Strategic Plan.

Information/Possible Action

Mr. McCarty said the President asked for a Strategic Plan, this is just a draft and would like to know what the Trustees would like to see on it. Mr. McCarty explained he has not met with the President on it yet. Chair Johnson agreed the alumni are potential source of gifts and we should keep in contact with them and let them know the success of the College. Mr. Johnson also said they can direct the future students them back to GBC, keep them updated on a yearly basis. Mr. Roden agreed with Chair Johnson. Mr. McCarty replied it is something that will be continued to be worked on.

No action taken.

- 7. Items from Board Members **Information Only**

Ms. McIntosh thanked the Committee for including her.

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

None.

- 9. **Adjourn 1:04 p.m.**