

**GREAT BASIN COLLEGE FOUNDATION**  
**Board of Trustees Development Committee Workshop Meeting**  
**Wednesday, July 28, 2021, at 12:30 pm**

Workshop Minutes

*Call to Order of the Great Basin College Foundation Board of Trustees, Development Committee*

1. Call to Order
2. Roll Call

**Chris Johnson (Chair) Present**  
**Dave Roden - Present**  
**Caroline McIntosh - Present**

**Others Present:**

**Dr. Robert Colon, Board of Trustees Chair**  
**Geneil White, Foundation Director**  
**Jennifer Sprout, Director of Advancement and Communications**  
**Kelli Baker, Administrative Assistant III**

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

**None.**

4. Update and discussion on current fundraising for the Great Basin College; and matters related thereto. **INFORMATION ONLY**

- a. Winnemucca Health Sciences & Technology Building

Discussion took place over the donations received for the building. Mr. Roden also gave an update as to the ongoing construction that is taking place. Ms. McIntosh inquired if building had been named after any of the donors. Ms. White stated that process involves going through the Nevada System of Higher Education Board of Regents to approve any building names.

- b. Welding Lab Expansion Project

Ms. White updated the Committee with the potential donors that have been met with for the welding lab. Ms. Sprout reported that presentations went well and believes there will be a commitment of some sort for the lead gift level. Ms. Sprout said the potential donors see it as a good community project.

Ms. White stated that as of July 1<sup>st</sup> the college had been contacted by the State Public Works for the \$600,000 match (per Vice President Sibert).

Ms. Sprout reported a potential donor thought the project aligns perfectly with what they want, but there were a few budget questions. Ms. White stated they need to understand it's a public works project and that the college is not really managing it. Ms. McIntosh inquired

what happens if we don't raise the money? Ms. White and Ms. Sprout stated the college has already paid the match to State Public Works, so in that scenario we would not reimburse GBC.

Ms. White presented the Committee with a list of potential donors who have been contacted. Ms. McIntosh asked if these people are met with to develop a relationship with them, as with just emails you may never hear a word back? Ms. Sprout replied that she and Ms. White have talked about setting those appointments to go meet face to face. Ms. McIntosh asked where these companies are located? Ms. White stated most of them are local. Ms. McIntosh said it would be nice to see what city they are located in. Ms. Sprout stated that she just received a list that can be used to update contacts and that staff will add the location to the spreadsheet. Ms. McIntosh asked if we would continue to contact the people from the updated list to get \$600,000? Chair Johnson stated if we can get the lead gift and identify it, that will give momentum and will help with scheduling other presentations.

Mr. Roden inquired if any money had been raised on the welding booths? Ms. Sprout replied that the booth fundraising has not started yet, that the press release went out today. Ms. White replied she has people that may be interested in sponsoring. Ms. McIntosh asked how much the welding booths are? Ms. White replied they are \$5,000 each and that pays for fixtures, furniture, and equipment.

c. Other projects: grants, scholarships, CDL consortium, etc.

Ms. White went over a two-year comparison of funds received by the Foundation. Ms. White gave an explanation for the different funds for the Foundation.

Ms. White inquired about the NEH Grant and its purpose. Discussion took place regarding the grant. Ms. Sprout suggested that Ms. White invite Gail Rappa, who runs the program, to one of the future meetings to give the Committee an update.

Discussion took place regarding fundraising to support the Foundation operations and college support for salaries. Ms. Sprout stated that it is common for non-profits to fundraise for their own salaries. Chair Johnson stated there was a different philosophy before when the gala was used as a celebration and money was not asked for, it was time for the community to celebrate the college. Ms. McIntosh stated we have talented people for the Foundation and the best use is to be out there making relationships. Chair Johnson agreed. Ms. White stated we will have the 3% administrative fee this year that will be charged in some restricted donations. Chair Johnson stated that would help.

Chair Johnson stated that he would rather have staff focus on creating a planned giving program. Chair Johnson stated if you go look at the history, planned-giving has the potential to bring in big money. Ms. McIntosh stated that we need to focus on our goals Pahrump, alums, planned-giving, and scholarships.

Ms. Sprout stated that we need the history of why the College does not pay for the Foundation staff. Ms. White stated she agrees events are very time-consuming and a lot of the donors she has talked to do not think the Foundation needs unrestricted funds so that is something we need to get out there. Ms. Sprout stated galas are a way to do that, they may be time-

consuming, but necessary. Ms. Sprout suggested forming a subcommittee with community members to run the gala. Chair Johnson agreed that the events are needed, but not the philosophy of fundraising. Ms. McIntosh stated it is important for celebrations. Mr. Roden agreed that it should be a thank you.

5. Discussion regarding identifying Great Basin College's priorities for the next 5-years and communicating the purpose of who we are and what we do for donors who give; and matters related thereto. **INFORMATION ONLY**

a. Pahrump Valley Campus development plans from Great Basin College.

Ms. White told the Committee provided in the packet is all the information on the acquisition of the land for the Pahrump campus and there are basic timelines for that. Ms. McIntosh asked what the actual starting date is for the 10 years given to develop the property? Ms. White replied that it was 2016 or 2017. Ms. Sprout stated that we have 5 or 6 more years. Mr. Roden said he thought there is a 5-year extension if we are doing something with the property.

Chair Johnson asked if this project is the responsibility of the Foundation? Ms. Sprout stated this is Great Basin College's priority that they would come to the Foundation for assistance. Mr. Roden stated that we provide the funding for it. Chair Johnson stated this is a great project.

Ms. McIntosh asked if the college is the one driving this and they will come to us when they are ready? Ms. Sprout stated yes, the ball is in the college's court and they need to come to us. Chair Johnson stated that we are a networker to keep this going and that is where we come in to play.

Ms. McIntosh asked if there is any money for this from the American Rescue Plan? Ms. Sprout said there is another plan out there that would be perfect for the project. Ms. White said maybe we should bring this to the attention of Jeannie Bailey, Grant Writer for GBC. Ms. McIntosh said what she is talking about is not a grant though and thinks the question should be asked if this is a priority for GBC. Mr. Roden said that some of those rules are changing for the American Rescue Plan.

Dr. Colon asked where this is at with President Helens? Ms. White replied it is on her radar and that she had mentioned that she has a vision of it being a co-op space, with there being specific training, small engines, or other technical stuff, and where the other institutions could come to use the space.

Ms. McIntosh asked what area the students are enrolled in Pahrump? Ms. White replied the nursing program is big and there is a criminal justice scholarship.

b. Creating process for campus centers and departments to request assistance with needs assessment.

Ms. White stated that her priorities right now are the welding lab, social media, raising unrestricted funds, meeting people in the community, and managing scholarships. Ms. White said she is unsure of what the college's priorities are without knowing the history, etc. Chair Johnson stated vocations are important and the nursing program has been impressive.

General discussion took place around campus programs, data for the areas, raising money, and what is needed from GBC and the Foundation.

Chair Johnson stated he could possibly write a letter or call President Helens to see what their plan is. Dr. Colon suggested having a discussion item for GBC to get us information for each campus as to what the plans for the fall are. Ms. McIntosh stated we need to have something specific to each community.

**6. Discussion regarding possible a 5-10-year fundraising strategy for the sustainability of the GBC Foundation, and matters related thereto. INFORMATION ONLY**

Topics for discussion may include new ideas for future fundraising; gala's; Invest a Day's Pay; appeals; etc.

Ms. White presented the Committee with a Possible Trustee Involvement Ideas form and said these are ideas of how to get Trustees involved. Ms. White stated that this could be sent out to all the Trustees to survey them to see how they could help to serve us.

Ms. White stated next in the packet is an updated employee giving form. Ms. White said we have an idea to do a drawing for employees who give to the unrestricted funds and the winner would receive an Amazon gift card. Ms. McIntosh replied she would rather see restaurant certificates, which most restaurants just donate. Dr. Colon suggested chamber bucks as a prize. Ms. McIntosh stated we are patronizing Amazon; we are in local areas. The Committee members were in agreeance that it is best to keep the prize in the community.

Chair Johnson suggested visiting with the individual trustees, stating that has not happened in a long time. Mr. Roden stated that it used to be done with the president, it was a good way for people who do not speak up at meetings.

Ms. White one of my goals is to meet with every single board member and go around quarterly to each center. Ms. McIntosh stated that we want to be here to help you.

**7. Items from Board Members. INFORMATION ONLY**

Mr. Roden reported that both the nursing and electrical systems classes are full, that there are 16 in electrical and 6 in nursing.

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

**9. Adjourn. 2:36 p.m.**