



## **Foundation Stepping Up for COD Committee Meeting**

**Minutes for Tuesday, September 29, 2020**

**2:00PM**

Zoom Video:

<https://cccconfer.zoom.us/j/98076026798>

### **Meeting Participants**

#### **Voting Committee Members Present:**

Christine Anderson (Co-Chair), Barbara Foster Monachino, Joanne Mintz, Marlene O'Sullivan, Marge Dodge and Rob Kincaid

#### **Non-Voting Committee Members Present:**

Jane Saltonstall (Co-Chair)

#### **Guests:**

Catherine Abbott, Gailya Brown and Pam Hunter

#### **Recorder**

Eve-Marie Dehondt

### **Meeting Minutes**

#### **1. Call to Order/Roll Call**

The meeting was called to order at 2:02PM.

Rob Kincaid joined the meeting at 2:07PM.

#### **2. Action Items**

**2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of September 29, 2020 Agenda:** Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to

the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

**2.1 Confirmation of Agenda: Approval of Agenda for the Regular Stepping Up for COD Committee Meeting of September 29, 2020 with any addition, correction or deletions.**

Christine Anderson moved to approve the agenda, Barbara Foster Monachino seconded.

Motion carried.

2.1 Follow-up Items	2.1 Task of	2.1 Due by
None	None	None

**3. Minutes**

**3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – August 21, 2020.**

The minutes were approved as presented.

**4. Comments from the Public**

**4. 1 Comments From The Public:** Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until September 28, 2020 at 5PM to [codfoundation@collegeofthedesert.edu](mailto:codfoundation@collegeofthedesert.edu) and read into the record during public comment.

There were no comments from the public received.

**5. Action Items**

**5.1 Approval of Campaign Plan – Cathy Abbott**

Catherine Abbott presented the Campaign Plan to the Committee. She will resend a copy of the revised Campaign Plan to the Committee members, as soon as it is appropriately updated to match the College’s branding.

**5.1 Conclusion**

Christine Anderson moved to approve the Campaign Plan, Rob Kincaid seconded. Motion carried.

**5.1 Follow-up Items**

**5.1 Task of**

**5.1 Due by**

Cathy Abbott will resend a copy of the revised Campaign Plan to the Committee members, as soon as it is appropriately updated to match the College’s branding.	None	None
--	------	------

**5.2 Approval of Stepping Up for COD Budget – Cathy Abbott/Kirstien Renna**

Catherine Abbott presented the draft Stepping Up for COD Budget. The Committee discussed the various expenses and Cathy Abbott indicated that some of them are not yet included in the budget, such as expenses for a potential culminating event. The Committee asked questions regarding the President’s Circle event budget and Kirstien Renna confirmed that the Leadership Giving budget line item is dedicated to these events.

**5.2 Conclusion**

Christine Anderson moved to approve the Stepping Up for College of the Desert Budget with potential future refinements from Cathy Abbott. Marlene O’Sullivan seconded.

Motion carried.

Cathy Abbott will resend the budget to the Committee members as soon as it is updated, in an Excel format which can easily be printed.

**5.2 Follow-up Items**

**5.2 Task of**

**5.2 Due by**

None	None	None
------	------	------

**6. Discussion Items**

**6.1 Marketing Display Update – Cathy Abbott**

One of the marketing tools used for the campaign will be to recreate real pillars/steps of the campaign. The structure will be a piece of art of around 3 to 7 feet tall (possibly a welded frame with frosted plexiglass coverings that could have lights inside that indicate the level of the goal attained), and will be displayed around the Coachella Valley.

These displays could become an attraction that people would take selfies with and make a game or competition of getting pictures at all of the displays. This could also encourage people to come visit the valley.

The first one of these pillars is currently being constructed and is expected to be completed within 3 weeks. Cathy Abbott and Kirstien Renna are scheduled to meet with John Ramont this week to discuss where the structure could be displayed on the Palm Desert campus. They are hopeful that it can be placed at the Monterey entrance of the Campus.

Marlene O’Sullivan mentioned the fourth pillar’s name should be corrected renamed as “EDGE-PIEDGE.”

<b>6.1 Follow-up Items</b>	<b>6.1 Task of</b>	<b>6.1 Due by</b>
The fourth pillar’s name should be corrected renamed as “EDGE-PIEDGE	Cathy Abbott	October 2020

**6.2 Potential Honorees**

The Committee considered Lance O’Donnell a fourth generation architect in Palm Springs who taught for 21 years at the College of the Desert as an adjunct professor of architecture, as a potential honoree. Mr. O’Donnell is involved in the programming and the new architecture school in Palm Springs.

Marlene O’Sullivan provided an update on the discussion she had with him. Mr. O’Donnell provided three tours of the College of the Desert Campus during Modernism week and he has very interesting stories to share, since he accompanied his father who has worked on the campus’ construction starting in 1962.

Marlene O’Sullivan discussed with Mr. O’Donnell about the possibility of creating a historical document for the College by videotaping his stories once the campus opens again. When the taping happens, some President’s Circle members could be invited to attend. The Committee suggested that Mr. O’Donnell could do a lecture and a PPT with pictures on Zoom about the history of the campus. CV Strategies could help him put together such a presentation.

Marlene O’Sullivan will contact him and find out what the limitations are and what he would like to do and come back to the Committee at their next meeting. She will also inform him that the College is in discussion with the Palm Springs Architectural Alliance.

The committee discussed scheduling the unveiling of the video during the potential culminating event in March or April, which would be great promoting piece for the

College since a full architectural degree will soon be offered for the Palm Springs Campus.

Another potential honoree recommended was Sydney Williams who has been very well known in the architectural field for many years, and her father has been in charge of the construction of many buildings on College of the Desert’s campus. The Committee agreed that the Architecture area was an effective way to fundraise and attract a lot of people.

The Committee also proposed Greg Hough as a potential honoree. He has been very involved during the modernism week for the past three years and would be interested in putting together videos of him and his friends on their memories growing up in the desert and attending College of the Desert.

## 6.2 Conclusion

6.2 Follow-up Items	6.2 Task of	6.2 Due by
Marlene O’Sullivan will contact Lance O’Donnell and find out what the limitations are and what he would like to do and come back to the Committee at their next meeting	Marlene O’Sullivan	October 2020

## 6.3 Campus Tour Virtual Videos

Cathy Abbott met with Jim Williams who chairs the Campus Tour Advisor Committee, to discuss the virtual videos which would replace the in-person campus tour videos that cannot be used at this time due to the Campus Closure. This project will be tentatively completed by the beginning of the year.

Cathy shared the timeline of the campaign to show the Committee how the video could be used at the beginning of the year forward.

## 6.3 Conclusion

The Committee recommended that the Campaign should end in May instead of June.

6.3 Follow-up Items	6.3 Task of	6.3 Due by
None	None	None

## 6.4 Celebration Concepts

The Committee discussed the Celebration Concepts and will need to look into other options that could be organized outside of the campus, which will not be accessible in March or April.

### **6.5 Conclusion**

The Committee asked to put back this item at the top of the agenda for the next meeting.

<b>6.4 Follow-up Items</b>	<b>6.4 Task of</b>	<b>6.4 Due by</b>
None	None	None

### **7. Adjournment**

The Committee Chair adjourned the meeting at 3:25 PM.

#### **Next Meeting:**

**Tuesday, November 3, 2020, at 2:00 pm**