



Foundation Development Committee Meeting

Minutes for Thursday, November 19, 2020

2:00PM

Zoom Video <https://cccconfer.zoom.us/j/92120361252>

Meeting Participants

Committee Members Present

Joanne Mintz (Chair), Carol Bell Dean, Barbara Foster Monachino, Jim Greene, Jim Johnson, Marlene O'Sullivan and Jim Williams

Guest(s)

Catherine Abbott, Kristien Renna, Gailya Brown

Recorder

Juli Maxwell

Meeting Minutes

1. Call to Order/Roll Call

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

2. Action Items

2.1 Approval of Agenda: Foundation Development Committee Meeting of November 19, 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 Development Committee Meeting of November 19, 2020 with any addition, correction or deletions.

2.1 Conclusion

Carol Bell Dean moved to approve the agenda as presented, 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 Development Committee Meeting Minutes – September 17, 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 November 18, 2020 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Stepping Up for College of the Desert 2021

5.1 Campaign and Budget Presentation – Kristien Renna

Kristien Renna shared the budget with the committee, explaining the 5 pillars, 1st pillar is Student Emergency Fund, 2nd pillar is Workforce and Student Development Fund, 3rd pillar is Student Success Fund, 4th pillar is Edge and pLEDGE Fund, 5th pillar is Fund the Future. Kristen explained the funds in each of these pillars to the committee and stated that we are 80% of our goal to date. Committee asked to see who the major donors are, and Kirstien will break it down and report back. Concern was expressed regarding being so far along in the campaign, donors may not think the Foundation is in need, and choose to put their funds into other local causes. Cathy explained that this is where we need to be at this stage of the campaign, as the remaining funds to be raised are targeted at the rest of the

community that doesn't have the ability to write the big checks to invest in the campaign. There was discussion about doing a two-year campaign or longer, and increasing the funding goal. Cathy expressed that she would like to build up the endowment with a different capital campaign so that EDGE/pLEDGE can be funded in perpetuity and then make it a 3-5-year campaign. Cathy told the committee that the visuals for the campaign that will be built and displayed well be a "thermometer" type structure, showing the progress. It may possible to have lights on the top of the last pillar, representing the final number as surpassing the goal.

5.1 Conclusion

Kirstien to break down the major donors to the campaign and report back to the committee.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
Kirstien to break down the major donors to the campaign and report back to the committee.	Kirstien Renna	December 15, 2020

6. Development Advisory Committee Reports

6.1 Annual Report Advisory Committee – Chair Jim Green

No Report today, will report back next month

6.1 Conclusion

6.1 Follow-up Items	5.4 Task of	5.4 Due by
None	None	None

6.2 Business Outreach Advisory Committee – Chair Jim Johnson

Jim Johnson reported that they have a proposal, Joanne would need to prioritize the ask to the Executive Committee. In terms of the next phase, it is in a pause mode, and the ad hoc committee is waiting to see if it's possible to put this project in the budget. Excited about the partnership with the automotive group, and compliment that with scholarships and internships which makes it even more exciting.

6.2 Conclusion

Jim Johnson will work with Cathy and Matt on consolidating video.

6.2 Follow-up Items	5.4 Task of	5.4 Due by
Work on consolidating Patrick video with other current COD videos.	Jim Johnson, Cathy Abbott, Matt Durkan	January 2021

6.3 President’s Circle Advisory Committee – Chair Carol Bell Dean

6.3.1 Zoom meeting with Dr. Kinnamon for President’s Circle Diamond and Platinum levels

Carol Bell Dean informed the Committee of the upcoming Zoom event on December 9, featuring a mixologist and chef. Cathy Abbott, Joel Kinnamon and Carol Bell Dean will be doing the presentation. Gift of custom high ball glasses will go out to every President’s Circle member. In February, the committee will have another culinary event, featuring maybe a restaurant with a chef that is an alumnus. For the December 9 event, there are about 60 people registered as of today.

Joanne Mintz asked Cathy Abbott to explain the changes to the President’s Circle perks that were done as a result of the COVID-19 situation. Cathy Abbott stated to the committee that she updated the spreadsheet and will put some of the perks on hold, not do away with them completely. The committee asked to be emailed a copy of the spreadsheet with the changes. The committee suggested that the current perks not be removed completely, so that the donors can see what will be coming back once we can get back to normal, and suggested calling this abbreviated list “Pandemic Lite”. Cathy Abbott shared with the committee some of the things that will be temporary eliminated and also exciting things that can be added, like the COD branded phone cases. The committee would like to discuss this further in the next meeting.

6.3.1 Conclusion

Committee to discuss ways to highlight the perks of President’s Circle and also show the donors what they can look forward to post Covid.

6.3.1 Follow-up Items	5.4 Task of	5.4 Due by
“President’s Circle Perks communicated to donors” to be put on next month’s agenda.	Juli Maxwell	December 15, 2020

6.4 Campus Tour/Donor Outreach Advisory Committee – Chair Jim Williams

Cathy Abbott has met with Matt Durkan and have scheduled a meeting with CV Strategies to get the video done for the campus tour. The video will start with a new video that Patrick has used in the past, and will consolidate with other COD videos that are currently in use. Committee will be able to approve the video before it is released. The video will be launched with the campaign in early 2021. Cost will be minimal

6.4 Conclusion

Jim will work with Cathy and Matt on the video.

6.4 Follow-up Items	5.4 Task of	5.4 Due by
Work on Campus Tour Video.	Cathy Abbott, Matt Durkan, Jim Williams	January 2021

7. Ongoing Discussion with Lance O'Donnell

7.1 Update on Discussions with Lance O'Donnell (Marlene O'Sullivan)

Marlene O'Sullivan reported that she does not have any update. Cathy Abbott had an idea to give Lance O'Donnell things to look at and narrate which would include five of his most favorite memories being at COD with his father, or possible 5 favorite things about the architecture at COD, that he talks about when he gives his tours. CV Strategies can then possibly come up with the video, and present to Lance for his feedback.

7.1 Conclusion

Marlene O'Sullivan to talk to Lance about Cathy's video idea.

7.1 Follow-up Items	6.1 Task of	6.1 Due by
Talk to Lance about new idea to have him narrate over pictures of his favorite memories and architecture.	Marlene O'Sullivan	December 17, 2020

8. Development Team Update

8.1 Report on Development Staff Activities – Matthew Durkan

Matthew Durkan will now be responsible for reporting on this topic. Matt updated the committee on the on goings of Development staff. Committee hosted a very successful Zoom "toast", celebrating National Philanthropist

Day' honorees and nominees. Dr. Kinnamon participated and the event went very well.

8.1 Follow-up Items	7.1 Task of	7.1 Due by
None	None	None

9. Future Agenda Items

9.1 Stepping Up for COD budget, keep on agenda for next month.

10. Adjournment

The Chair adjourned the meeting at 3:12 PM.

Next Meeting:

Tuesday, December 17, 2020, 2PM - Zoom