



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

**Minutes for Tuesday, January 5, 2021**

**2:00PM**

Meeting Recording:

[https://cccconfer.zoom.us/rec/share/Z2FZdsmnUqw-BnVXgypIbA5si26Ev6p-T\\_xknBy5m7B1B6wdNFWEDJOcOdiqzB-5.3bsmfWq1kKzhxUq5](https://cccconfer.zoom.us/rec/share/Z2FZdsmnUqw-BnVXgypIbA5si26Ev6p-T_xknBy5m7B1B6wdNFWEDJOcOdiqzB-5.3bsmfWq1kKzhxUq5)

### **Meeting Participants**

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

Christine Anderson (Co-Chair), Jane Saltonstall (Co-Chair), Barbara Foster Monachino, Joanne Mintz, Marlene O'Sullivan, Marge Dodge

#### **Voting Committee Members Absent:**

Rob Kincaid

#### **Guests:**

Catherine Abbott, Matthew Durkan, Kirstien Renna, Gailya Brown, Barbara Fromm

#### **Recorder**

Juli Maxwell

### **Meeting Minutes**

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

The meeting was called to order at 2:03 PM.

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

##### **2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of January 5, 2021 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 January 5, 2021 with any addition, correction or deletions.**

Barbara Foster Monachino moved to approve the agenda. Jane Saltonstall seconded.

Motion carried.

**2.1 Follow-up Items**

**2.1 Task of**

**2.1 Due by**

2.1 Follow-up Items	2.1 Task of	2.1 Due by

**3. Minutes**

**3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – November 3, 2020.**

*CORRECTION: 5.3 – Maureen O’Sullivan shall be added to ad-hoc committee*

Joanne Mintz moved to approve the minutes with changes. Marlene O’Sullivan seconded.

The minutes were approved.

**3.1 Follow-up Items**

**3.1 Task of**

**3.1 Due by**

3.1 Follow-up Items	3.1 Task of	3.1 Due by
Correct 5.3 on minutes of December meeting.	Juli Maxwell	01/06/2021

**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 January 4, 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. Discussion Items**

**5.1 Marketing Display Update – Cathy Abbott**

Cathy gave a brief update, stating that the structure is not completed but she has been assured it can be completed quickly. The fabrication shop that is working on the structure is also working on racks for the morgue so this

project has been put on a lower priority. The goal is to get the structure up by end of January. Foundation is now in the launch phase of campaign and needs the structure visible. Marge asked about the lack of an advertising campaign on Facebook and the Foundation website. Cathy is working with CV Strategies to have a media plan but it has not been finalized. The original marketing plan was to not go big and public until after the first of the year.

5.1.1 Schematic for Campaign Display

No schematic as of yet.

5.1 Follow-up Items	5.1 Task of	5.1 Due by

**5.2 Canapes & Cocktails Event Recap – Joanne Mintz**

Joanne reported that the event was hugely successful. The committee did a fantastic job, with close to 50 participants. There is an email follow-through with the people that attended and the people that didn't. This was the official launch of the campaign. Committee is now working on the next event – a culinary event on February 23 and will feature the restaurant "Sweet Basil", owned by COD culinary graduate. The event will also include the 2 men who started their coffee endeavor in Indio. The Indio campus will also be highlighted. Highball glasses from the December event will be hand delivered or shipped out to President's Circle members that attended Canapes & Cocktails. Matt will facilitate this and include a postcard with information for the next President's Club event. At least 2 new President's Circle members joined after the event. Cathy will get with Staff to do an analysis on the return on investment. It was a Stewardship event, but one of the goals was to grow the President's Circle.

5.2 Follow-up Items	5.2 Task of	5.2 Due by
Cathy to meet with Staff to determine ROI for this event.	Staff	02/02/2021

**5.3 Potential Honorees – Chris Anderson**

5.3.1 Update from Ad-Hoc Committee

Jane Saltonstall communicated that the committee is still brainstorming potential honorees. Names that are being considered include Donna Jean Darby, Michael Childers, Debra Green, Philip K Smith, Jill Biden, Lance O'Donnell, Carson Daly and Joel Kinnamon. Committee is still taking suggestions for honorees. Committee is considering the criteria for honorees; things like "well-known", "ability to attract an audience", "potential donor". Jane shared that Cathy suggested to select people that can represent one of our various pillars, and have at least one person for each pillar. For example: Lance O'Donnell would represent the Workforce Development pillar. Joanne Mintz asked who will be invited to the celebration? Donors? Who will be the audience? Chris stated that this still needs some development but feels that we may have multiple focus groups and the Foundation would definitely want to recognize the people who donated, and it should be open to invite people to come in and see the college and learn about it, but this needs more discussion. There was discussion on possibly charging for the event, and also having a sponsor. These topics be put on agenda for next ad-hoc meeting.

**5.3 Follow-up Items**

**5.3 Task of 5.3 Due by**

Add to agenda for next meeting: who will be invited, charging for the event, possible sponsors.	Juli Maxwell	ASAP
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**5.4 Stepping up for COD Budget Review – Kirstien Renna**

Kirstien presented the budget to the committee.

Jane suggested that board members be told who the donors are so that they would possibly thank them personally. Marlene added that it would especially be nice to have the names of anyone that joined the President's Club after the recent event.

**5.4 Follow-up Items**

**5.4 Task of 5.4 Due by**

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**5.5 Celebration Concepts – Chris Anderson**

5.5.1 Update from Ad-Hoc Committee

Chris summarized the ad-hoc committee meeting. The committee landed on an "expo" type model that focuses on the 4 pillars. The first week of November

would be the timing, to focus on the areas of the campaign, and recognize people in those areas at that time, and to have it at the college if possible. The committee also discussed a progressive party, in 4 homes, with each home representing a pillar. Also, the concept of using the library and quad to include golf cart tours tied to pillars, with a cocktail bar in the library were discussed. Cathy brought the idea to Joel Kinnamon to get his feedback about November event on campus. Cathy shared with the committee that Dr. Kinnamon indicated that he believes that the campus will be open in the Fall, so she tentatively scheduled the first week of November, as the library is closed on November 6, so we can get in there and get things set up. Marge checked the community calendar and the issue is that the YMCA has their Hoedown that weekend, and we don't want to compete with this event. November 5 is another alternative, but would need to be after 5pm. The circulation desk would make a fabulous bar. Discussion was that November 5 would be the way to go, and could use the school for help setting up on that Friday. Pam said regarding the open bar, there is a way that you can get around the rules. Cathy shared that the foundation can work with the ABC to purchase a one-day permit to have liquor on campus, and would have to be in a controlled environment with security, and IDs would be required. As a non-profit, we can obtain the permit. Logistics need to be discussed with Gary Plunkett, the interim director of the library, but we may be able to close the library early that day. Pam mentioned that Friday (November 5) would be a better day since the COD Street Fair will be back in operation, and on campus on Saturday the 6<sup>th</sup>. Also, we will have to close the Hilb to students if we are providing alcohol. Cathy will report back on her findings in the February meeting. Marge Dodge to submit the event date of November 5 to the community calendar for the entire day, until the time is determined, and provide the Foundation phone number as the contact number. It was also mentioned that the gym parking lot and surrounding lots could be used for parking and Tim Nakamura should be notified to not ticket cars during this event. Ad Hoc committee will discuss the details in their next meeting.

<b>5.5.1 Follow-up Items</b>	<b>5.5 Task of</b>	<b>5.5 Due by</b>
Event date of November 5 to be added to community calendar	Marge Dodge	ASAP
Cathy to talk to Gary Plunket regarding library use	Cathy Abbott	02/02/2021

5.5.2 Student Services video and possible use by Foundation – Cathy Abbott

Cathy would have to defer to Pam. Move this item to next meeting.

<b>5.5 Follow-up Items</b>	<b>5.5 Task of</b>	<b>5.5 Due by</b>
Put Student Services Video on February Agenda	Juli Maxwell	02/02/2021

## **6. Future Agenda Items**

State of the college will be in March do not have a specific date. Will be a virtual event.

Dr. Kinnamon's retirement.

## **7. Adjournment**

The Committee Chair adjourned the meeting at 2:56 PM.

**Next Meeting: Tuesday, February 2, 2021, at 2:00 pm**