



5055 Santa Teresa Boulevard Gilroy, CA. 95020 (408)848-4715
501© 3 Tax I.D. #77-0376063

BOARD OF DIRECTORS SPECIAL MEETING
Draft NOTES
May 15, 2018
North Lounge, Student Center at 5 p.m.

OPEN SESSION

- I. Call to Order – Douglas Marshall called the meeting to order at 5:01 p.m.

Roll Call:

Directors Present: Douglas Marshall, Kathleen Rose, Diane Stone, Jeff Orth, Tom Breen, Mark Roberts, Fran Angelino, and Nita Edde-Mitchell.

Directors Absent: Tony Marandos, Amy Garber, Suzanne Bulle, Sabrina Lawrence, Susie Bible

Other Attendees:

Bobbi Jo Palmer (coordinator), Susan Peterson (recorder), Dr. Eric Ramones, and Kathleen Moberg

II. APPROVAL OF AGENDA

MSC (D. Stone/F. Angelino) to approve the agenda.

Vote: Douglas Marshall, Kathleen Rose, Diane Stone, Jeff Orth, Tom Breen, Mark Roberts, Fran Angelino, and Nita Edde-Mitchell.

III. Public Comments – There were no public comments.

IV. Discussion

1. Board Retreat Follow Up to Draft the Foundation's 2018-2019 Goals

Dr. Kathleen Rose led the discussion about the Board's Goals. At the retreat the Board started a SWOT Analysis that was not completed. The board completed the following thoughts to the SWOT Analysis:

STRENGTHS: Dr. Kathleen Rose's presentation/leadership, Willing engaged board members, Committed, Dr. Kathleen Rose's vision, Small community/visibility, Alumni, Diversity of community, Connections within community, Network, Skills/Outreach, Individual/group input – ambassadors.

WEAKNESSES: Campus look and feel – Represent the quality of programs that take place inside of the buildings, Past History, Taxes – bond – Transportation tax November 2018 – Hollister, Velocity, Return on investment, Action plan, Reluctance to make "ask", Leadership, Fundraising event – lack of events, Visibility, "Fun", Board 2.0 awareness, "Still growing".

OPPORTUNITIES: Generous community – industry – Silicon Valley, farming, others – find expertise and invest in it. Gala, support for committees, Community – local philanthropy, generational, Silicon Valley Foundations, Administration – spread out to other communities (Rotary) Dean of Workforce Development, new campus footprint, Campaign for Bridge – matching Campaign, Sign at Fairview Corners and trees planted, Social media/website, student for media, student worker, Association Fundraising Professionals (AFP), Public relations campaign, Fundraising events/appreciation events, Alumni videos on website/testimonials, Board has script/same message, Create list server for board of directors, “Fun” raising event – 100 plus movers and shakers.

THREATS: Perceived value/ROI, Board inertia, tipping point – get to 1 million, Language – inside vs outside, Noise – outside distractions.

STRATEGIES:

1. Develop comprehensive outreach and public marketing plan for Foundation 2.0 – PR Plan
2. Short term momentum building events that could lead to larger events sponsored/stackable. Historical Focus leading up to Centennial.
TED Quality Talks – Lectures that lead to our 100 years of the college.
Directors bring friends (3-4) Presidential Tour ½ day – End with mixer
3. 365/Campaign using personal stories
Starting TODAY \$500,000
-Now Money
-Later Money/Legacy \$\$\$\$
-Public Image
4. Support the Work of the College

Dr. Kathleen Rose stated that the potential obligation bond that the Board of Trustees is voting on in July would make a significant impact. The college will have to create a committee to raise \$300 to put the bond on the ballot and to advertise the bond.

Discussion took place to have Dr. Kathleen Rose and Bobbi Jo Palmer draft the strategies with additional objective language.

V. Action

1. Gilroy Garlic Festival Founders plaque
Bobbi Jo Palmer reported that the tribute proposal was brought forward as a discussion item at the April 26 board meeting and today it is agenzized as an action item. The Public Art Committee for Gilroy as part of their 2016 Goals formed a subcommittee to establish a tribute to the Garlic Festival Founders. The Foundation’s logo will be included on the Garlic Festival Founders Plaque as a donor and supporter of the project and the history of the Garlic Festival.

MSC (M. Roberts / D. Stone) to approve a \$500 donation to the Gilroy Garlic Festival Founders plaque.

Vote: Douglas Marshall, Kathleen Rose, Diane Stone, Jeff Orth, Tom Breen, Mark Roberts, Fran Angelino, and Nita Edde-Mitchell.

VI. Closing Items

1. Next Meeting Date – Thursday, June 28, 2018. Discussion took place to change the next meeting to June 21 upon consensus of board members via email.

VII. Adjourned by consensus at 7:02 p.m.