

A D V A N C E M E N T  
**FOUNDATION**

H U M B O L D T S T A T E U N I V E R S I T Y

**MINUTES  
OF THE  
DEVELOPMENT COMMITTEE MEETING**

**December 5, 2013  
Corbett Conference Room**

**Present:**

Judy Dvorak  
Jenna Hanson  
Lisa Klyce (by phone)  
David Kalb (by phone)

**Not present:**

Laura Fisher  
Gary Rynearson

**Guests:**

Mary Kay Hartman  
Craig Wruck

1. Call to order

The meeting was called to order at 1:35 p.m.

2. Visitor comments

There were no visitors at the meeting.

3. Approval of the Minutes from the September 26, 2013 meeting

Upon motion duly made, seconded and unanimously carried, it was

RESOLVED, that the Minutes of the September 26, 2013 meeting were approved.

#### 4. Procedure for philanthropic naming

The Advancement Foundation, in conjunction with HSU, would like to adopt a procedure for naming various items on campus. The procedure must fit within the larger CSU procedures, which lack specific guidelines. The University has named a lecture hall and a greenhouse during the last year, both involving donations, with the naming being done at the President's discretion. Each of these items fell below the threshold set by the CSU.

A discussion ensued regarding charitable contributions and commercial sponsorships. Corporations can provide sponsorships, which come under the heading of marketing money, but they cannot receive charitable tax deductions for such sponsorships. Any corporate naming opportunity would have to be strictly considered as a charitable contribution. It was decided that on page 2 of the Humboldt State University Procedure for Philanthropic Naming under the paragraph titled "No Quid Pro Quo," the second sentence should be edited to more clearly define a charitable contribution in order to preserve the charitable deduction.

As we work through our lead prospects, we would only approach someone who is proposing \$400,000 or more (50% of the cost of renovation of the Green and Gold Room, as an example). In addition, the Executive Director would talk to the interested parties at CSU headquarters to prepare for a smooth acceptance of any agreement we would propose.

It was agreed that a further discussion on naming opportunities would be held at the next meeting before being presented to the Board of Directors.

The Executive Director announced that the search for an Executive Director of Development for Advancement was progressing, and that the search committee was very optimistic. The President's retirement has not seemed to have an impact on the candidates.

The meeting was adjourned at 2:25 p.m.