

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**

**September 26, 2013
Corbett Conference Room**

Present:

Laura Fisher (by phone)
Lisa Klyce (by phone)
David Kalb (by phone)

Not present:

Regina Benzonelli
Judy Dvorak
Gary Ryneerson
Mike Stockstill

Guests:

Mary Kay Hartman
Craig Wruck

1. Call to order

The meeting was called to order at 10:35 a.m.

2. Visitor comments

There were no visitors at the meeting.

3. Approval of the Minutes from the October 2, 2012 meeting

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

RESOLVED, that the Minutes of the October 2, 2012 meeting were approved.

4. Approval of the Minutes from the March 14, 2013 meeting

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

RESOLVED, that the Minutes of the March 14, 2013 meeting were approved.

5. Centennial initiatives

The Board of Directors adopted a resolution to raise \$3 million (\$2 million from Board members) over a 3-year period. In that resolution was a focus on four initiatives: (1) Green & Gold Room, (2) Centennial Grove, (3) Scholarships and (4) Applied Learning. There was discussion of a capital campaign fundraising strategy, including the need to secure a lead gift for a significant portion of the goal and to secure a majority of the goal from a handful of donors during a “quiet phase” prior publicly launching the campaign. In light of the halting progress on the Centennial initiatives to date, and given that the initiatives are not time sensitive, it was agreed to “push the reset button” and re-launch these efforts with a more rigorous capital campaign strategy.

Discussion shifted to the Centennial Roadshows as an opportunity to promote fundraising and identify potential donors. The consensus was that the Centennial celebrations are a good opportunity to generate excitement and momentum toward future fundraising after the Centennial.

There was discussion about donor interest in opportunities to receive recognition by naming items. Such philanthropic naming requires a campus policy which must be in accordance with CSU policy. The existing campus policy is cumbersome and makes it difficult to secure a naming opportunity until after the gift is raised. The Development Office will draft an improved campus policy and procedure for discussion by the Committee at its next meeting.

6. Board giving

Last year 80% of Board members contributed at least \$1,000 and one-third have committed to providing an endowment of at least \$25,000. There was continuing discussion as to whether or not the entire Board should be made aware of the details of members’ contributions. The consensus was that information about members’ participation by name would be shared with the Board without reference to specific gift amounts.

The meeting was adjourned at 11:00 a.m.