



**MINUTES OF THE
DONOR INTENTION & FULFILLMENT COMMITTEE
MEETING**

**May 7, 2018
2:30 P.M.**

**Humboldt State University
Nelson Hall West 213**

Present:

Gary Blatnick
Kurt Fraese (via ZOOM)
Mark Hemphill-Haley
Kurt Fraese (via ZOOM)
Duncan Robins
Craig Wruck

Absent:

Ceva Courtemanche
Averie Middleton

Guests:

Lola Alto Laura Fisher (via ZOOM) Jamie Rich Travis Williams.

The Advancement Foundation Donor Intention and Accountability Committee meeting was held on Monday, May 7, 2018, at 2:30 P.M. at Humboldt State University Conference Room NHW 213.

1. Call to order

The meeting was called to order at 2:30 PM by Committee Chair Gary Blatnick.

2. Visitor comments

There were no visitor comments.

3. Acceptance of Minutes from January 25, 2018 Meeting

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

RESOLVED, that the Minutes of the January 25, 2018 meeting are accepted.

4. Departmental Use of Discretionary Funds

The Committee agreed that, due to timing in the academic year, this report be tabled until the next meeting.

5. Go Green Interns

The Committee viewed a student produced video of the Go Green Interns. This video, and supporting story, will be featured on the Humboldt Loyalty giving webpage.

Wruck reminded the committee that the Go Green Interns were hired as part of the Board Go Green Fund Initiative. The committee noted that they approved of the length and effective message delivered in the video. They suggested that additional funds be highlighted and have videos similar to this made and shared with donors. Director of Annual Giving Travis Williams confirmed that several videos have been inexpensively produced and shared via the Crowdfunding webpage. There are plans to utilize this medium in the future.

6. Humboldt Loyalty Grants

Thanks to the generosity of thousands of the Humboldt Loyalty Fund and the Humboldt Parents & Family Fund donors, Humboldt Loyalty Grants are made possible to support important programs across campus.

Proposals were submitted by departments to Deans and Vice Presidents through the spring. Pending approval funding, up to \$10,000 per grant, is made by the end of the spring semester. The President's Cabinet members also review the final projects. The chosen projects are highlighted by the HSU Phone Jacks during their conversations with Alumni and Parents. The stories convey the importance of philanthropic donations. The stories are also utilized on the HSU giving page. The programs selected help with retention as students have increased opportunities with hands-on, real life experiences. The Philanthropy Department will review fund reports, via Spend from the Source, to ensure that the grant funds are used within one year.

7. Centennial Grove funds

Wruck shared a revised conceptual plan for the Centennial Grove project and reviewed the history. Centennial Grove was a component of the planned Centennial Campaign which was approved by the Board of Directors in a March, 2012 resolution that described the Grove as, "An existing redwood grove near the athletics complex will be landscaped and transformed into a space for honoring individuals associated with the University." The Centennial Campaign expected to raise several hundred thousand dollars for the Centennial Grove project and a preliminary plan and drawings were developed for a project of that size and scope. However, only \$15,967.64 was raised for the Grove and work was never started. The funds have been held by the Foundation awaiting an appropriate use.

Due to CSU naming policies there are no plans to formally name the grove. Centennial Memorial Grove may be the informal recognition to be used. The Committee discussed the need to establish standards in regards to philanthropic opportunities of plaques. They agreed that the formation of a committee, which would meet over the summer, would be

appropriate. It was suggested that a Google Document be created amongst the group so that each may edit before meeting to discuss. Committee members were told about the memorial garden at State University of New York (SUNY) at Binghamton (<https://binghamton.edu/memorial-courtyard/donor-recognition.html>) as an example.

8. Other Business

The Committee reviewed an Endowment Gift Instrument. The documentation provided transparent steps taken when a donor changes their minds about funding an endowment and switched the funding to an Award.

9. Adjournment

The meeting was adjourned at 3:35 PM