

**Jefferson County Sustainability Committee
Sustainability Foundation Development Subcommittee
Meeting Minutes**

12/14/2020 3:00 PM

I. Introductions

Meeting started at 3:02 pm. Kevin Morse led the meeting. Attended by Julie Patrick and Frank Rukavina. Brief introductions and experience/skills background discussion.

II. Meeting Purpose

Create a plan for the formation of a sustainability foundation

III. Agenda

1. Fundraising target channels

- a. Large Corps.
- b. RE and EE vendors and service providers
- c. Grass roots – individuals, small businesses

Discussed the outreach and contact strategies to contact the major businesses in Jefferson County. A preliminary list has been developed and a few contacts have already occurred. We are preparing for the ask process.

2. Networking channels

- a. Like-minded organizations

Need to prepare a list of organizations and contacts and assign responsibility for contacting.

3. Marketing collateral

- a. One-pagers, leave-behinds, etc.

Julia will lead the marketing efforts and begin preparing materials. Will begin developing ideas and logistics for a website. Would like to tie website to the Sustainability Commission website and have a donate button that could be connected to Community First.

4. Sponsorship incentives

- a. Use of logos on materials
- b. CAP committee representation
- c. Event sponsorships

Logo development will occur in collaboration with Jeffco Communications. Need to assess how sponsorship vs. donation programs will be implemented, i.e. at what level of sponsorship provides representation on the Foundation or its subcommittees or support of

initiatives for the Climate Action Plan development and implementation projects.

5. Talking points

Julia will develop first draft of talking points along with one pager and elevator speech for us to review and comment.

6. Targets and goals

a. Amounts

b. Time

Need to develop targets and goals for funding. Capital raising plan. Develop plan to build the Board of Directors – make up, authority, reporting process. Should be able to receive funding from donors after the BCC approval process in January.

IV. Next Meeting

This subcommittee will plan to meet twice per month during the initial planning development stage.

V. Adjournment

Meeting ended at 4:10 PM.