

Jefferson County Sustainability Committee Sustainability Foundation Development Subcommittee

January 15, 2021 3:00 PM

Minutes

Convened 3:06 p.m.

Attendees: Frank Rukavina (FR), Julia Patrick(JP), Kevin Morse (KM)

County Staff: Deborah Churchhill (DC)

Public Comment:

n/a

Approval of Minutes - January 8 2021

Kevin made motion to approve. All in favor.

Logo development, process, and procedures

Discussed requirement for Fund logo to be brand aligned with county, as county is responsible for contract and fund distribution through Community First Foundation.

Action Items:

- JP send example of logo idea to DC. JP to include ideas on how sub-committee plans to use logo (print, social, website, CAP, Presentations, etc.)
- DC will forward to county public affairs department for development.
- DC will bring back to sub-committee for review and approval. Estimated turn around time, 1-2 weeks.

Social media campaigns

Discussed potential for JCSCF to create a Facebook and LinkedIn page to raise awareness and build online partnerships in the community. Asked DC about approval process and guidelines. DC believes a sub-page under the county's site may be possible, versus a stand-alone page.

Action Item:

- JP to submit idea to DC, along with sample logo, for Public Affairs consideration/approval.

Sponsorship Incentives

KM and FR working on plan and documentation. No new updates for this meeting. FR discussed providing incentives to companies or individuals who want to sit on the Fund/Board, or provide technical expertise for CAP. Don't want it to be a 'pay to play' situation, but could encourage participation and investment. Consider Fund sub-committee as managers, for now.

Questions raised needing clarification from commission/legal:

- What does the fund administrative team structure look like?
- Is creating a Fund Board of Directors (BOD) an option? Maybe the seat is on the CAP oversight committee v Fund committee/board?
- Could Fund BOD be elected based on their ability to provide both technical expertise and/or investment?

Action items:

- JP to ask CFF how this works with other Fund organizations during their meeting on Jan. 25. If web development team not able to answer, request information on contact who

can. Is Rebecca (Director of Donor Services) a better contact to ask? Could Jeff Wong make enquiry during his next meeting with CFF?

- JP to create shareable tally/spreadsheet to centralize and capture information: confirmed donors, pending conversations, organizations/individuals who have declined, and ideas for other entities that could be approached. Share with DC for distribution to all committee members. This doc could prove useful if a request may need to be made in future to BCC to cover funds needed and not raised.
- DC to revive Sustainability Commission Dropbox account and share with committee to upload this and other documents needing to be made accessible to the group.
- FR to send DC question to ask Steve Snyder whether Fund contributions could be used for administration or promotional purposes, or whether there is an option to use commission budget, if needed in the future (no immediate plans).

Mission and vision statements

Sub-committee discussed Fund mission and vision statement creation for website and talking points/documentation to be used in soliciting donations. Fund contract link found and shared in chat, for further information: <https://www.jeffco.us/DocumentCenter/View/24811/2020-12-22-Community-1st-Foundation-Agreement-Signed-FINAL?bidId=>

Action Items:

- DC will send sub-committee documents already prepared that can help with this: mission and “Why give to us?”

Commission Members Contact Information

Sub-committee asked if existing. Not yet. Must be confirmed and updated before sharing.

Action Item:

- DC will update and include in Dropbox and share details during next committee meeting.

Next Meeting

Invite committee members who have been reaching out to donors to ask about their process, findings/learnings and updates. To date, we are only aware of DC and Jeff Wong as actively seeking donors.

Action Item:

- KM to communicate during next Sustainability Committee meeting.

Skip Friday Jan. 22 sub-committee meeting.

Change recurring meeting to Mondays, starting on 25, at 3 p.m. so DC can join if and when needed.

Action Items:

- FR to create new Zoom meeting link and send to DC.
- DC will create and send new calendar invite with updated Zoom link.

Adjournment

Meeting adjourned at 4:11 p.m.