

Jefferson County Sustainability Committee Sustainability Foundation Development Subcommittee

Monday, January 25, 3:00 PM

Minutes

Convened 3:07 p.m.

Attendees: Julia Patrick(JP), Kevin Morse (KM)
County Staff: Deborah Churchill (DC)

Public Comment:

n/a

Approval of Minutes - January 15 2021

KM made motion to approve. JP approved.

Logo development, process, and procedures

KM enquired about ETA from county public affairs dept.

- DC to follow up with public affairs to get ETA, or logo, as soon as possible.

Social media campaigns

KM enquired on status on gaining approval for Fund to launch/tag on to county Facebook and LinkedIn sites.

- DC will follow up with public affairs to collect guidance/approvals.

Fund v Foundation structure

- KM to discuss with Rebecca Barker at Community First Foundation (CFF) whether there is a potential conflict of interest with Sustainability Commission members acting as BOD for Fund, and how other Funds structure management as compared to Foundations.

JCSCF fundraising status and conversation history

KM shared that Jeff has invited him to attend donor prospect meetings. DC shared BOC enthusiasm for CAP. BOC asked about Sustainability Commission Fund: who have we talked to, who has donated, etc. Spreadsheet JP has developed will help keep track, centralize efforts and track status and answer these questions.

- JP send KM spreadsheet for his review and edits.
- KM update Jeff on status.
- DC to include KM on invitation for donor prospect meetings. KM to coordinate with DC to get himself and Andy Kerr on meeting invites.

Fund Website

JP has been given instruction on how to build Fund website through CFF and is ready to build.

- DC to investigate and provide JP account email addresses.

- JP to brainstorm URL ideas and share at next sub-committee meeting for approvals.
- JP to create placeholder images and use county logo to get website build underway.
Can be updated at a later date once Fund logo is completed.

Next Meeting

- Discuss sponsorship levels and associated incentives.
- Fund website update.
- Social media account updates.

Adjournment

Meeting adjourned at 3:51 p.m.