

Jefferson County Sustainability Committee Sustainability Foundation Development Subcommittee

Monday, February 1, 3:00 PM
Minutes

Convened 3:03 p.m.

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

Public Comment:

n/a

Website

JP ready to build.

- On or before Feb. 3, JP will send webpage images, copy and URL suggestions to FR, KM, DC and Jeff Wong for review and feedback before uploading and submitting to CFF for review and publishing.

Fund Logo

Instead of one logo, County Public Affairs has created a series of graphics the Fund can use, depending on the topic of focus, making the visuals adaptable to our needs.

- DC anticipates graphics will be sent to her by the end of week and will forward to Fund sub-committee members.

County Representative

Info: DC is the county representative and main contact for this sub-committee. This may change or expand in the future, if and when necessary.

Fund Bylaws and BOD

Info: KM has confirmed with Jeff Wong that the Fund does not require bylaws or a BOD because it is not a 501(c)(3) and not considered a separate entity to the Sustainability Commission.

CFF Meeting Update

Info: KM and Jeff Wong questioned the deployment of funds from CFF to the Sustainability Commission, clarifying whether there are any reservations or concerns surrounding collected funds being used to pay a CAP consultant. CFF confirmed that fund release requests qualify as an approved expense if they contribute toward the commission's end goals, are charitable in nature, and benefit the people of Jefferson County. Paying a consultant to produce the CAP therefore does qualify, as does the production of marketing materials that promote and raise awareness for the commission's efforts.

Upcoming Fund Outreach Meetings

KM and Andy Kerr meeting with Terumo next week. KM confirmed with DC that he has received the invite. FM mentioned Lockheed Martin not yet donated, but highly promising. They are

looking to both contribute funding as well as CAP steering committee personnel. KM confirmed Coors has pledged \$5K.

- JP update fund tracking spreadsheet to reflect new total, \$25,500.

Social Media Update

DC shared response from county public affairs department. Recommendation is to tap into existing county administered social media platforms, versus creating and managing new stand alone sites. Benefits to this approach include an existing administration team and established subscriber base. Public Affairs has requested the committee submit a social media campaign plan as next steps.

- JP to reach out to KPW to discuss, as she produces content for website and e-blasts.
- JP to work with KPW to create a social media campaign plan and timeline that includes content ideas and sample posts.
- JP to ask Public Affairs for verbiage promoting sustainability commission as being funded outside of county tax income.

Outreach / Fundraising Plans / Incentives / Goals

Outreach: JP asked about CFF website fundraising goal communication: leave open ended to reflect longevity of Fund, or state CAP fundraising goal and timeline to encourage potential donors to contribute sooner? Group agreed to leave open ended in web form, but highlight immediate need--within page copy and visuals--of raising \$60K to fund CAP efforts.

- JP to edit webpage copy with this new direction, and include in email with webpage image and URL suggestions to sub-committee for review.

Incentives: Group discussed whether incentives over and above donor tiers are required, as in discussions to date it seems corporate sponsors are motivated by contributing toward climate action v promotional gain. FR, JP and KM agreed printed and digital promotional materials to display sponsor logos by tier to encourage corporations to donate more if they would like to be recognized at a higher tier. Regarding corporation personnel contributing to CAP steering committee, FR, KM and JP agreed this should be based and evaluated by expertise and request, rather than financial contribution, to ensure the most qualified and invested talent is contributing.

- KM, in future outreach discussions, will ask potential donors about what they are seeking in return for their investment / what the commission can offer to entice a donor to increase their sponsorship amount, versus coming to the table with a predetermined promotional plan.
- JP expressed interest in attending future meetings with donors to observe process. KM will discuss with Jeff Wong and forward invites to JP if approved.

Adjournment

Meeting adjourned at 4:05 p.m