

**Jefferson County Sustainability Committee**  
**Sustainability Foundation Development Subcommittee**  
**March 1, 2021 ▪ 3:00pm**  
**Meeting Minutes**

Convened 3:03 p.m.

Attendees: Jeff Wong (JP), Julia Patrick(JP), Kevin Morse (KM)  
County Staff: Deborah Churchhill (DC)

**Public Comment:**

n/a

**Sponsorship Incentives**

Looking for more donations at the Premier Plus level. JW shared his ideas on ways we can encourage organizations to donate higher amounts to our Fund and CAP.

- Include sponsor logos on marketing materials promoting upcoming public engagement meetings.
- Include prominent placement of Premier Platinum and Platinum level sponsor logos in CAP. Gold level and below (including individual donors) to be included at end of document.
- Add slide with thermometer and sponsor logos to CFF page.
- Steering committee meetings: Donors have the opportunity to sponsor sub-group meetings: One minute speaking opportunity at meeting introduction and logo on presentation slides.
- Public input meetings: “Sponsored by” slides and one minute speaking opportunity.
- Planning to create a CAP public facing web page where the public can view the progression of plan creation and provide input. Sponsors can receive placement/logo on this site.
- Kickoff all SC meetings with moving slides featuring sponsor logos.
- Create fliers and mailers that include a “sponsor benefits” table, featuring the above represented graphically.
- Ask what else we can offer to incentivise them to donate more and add to our offering. JP will create table in the next couple of days and route for group feedback.

**Fund Webpage**

DC ask CFF contact if we can add attachments to our page. If yes, we will add the sponsorship benefits flier.

JP to update slide featuring thermometer with sponsor logos. JW and KM to run by corporations for approval before uploading to webpage.

JP to investigate why our logo is not appearing on CFF page listing all funds.

### **Potential Donor Status**

NREL: Still waiting to hear update from FR.

Wells Fargo: Has declined. KM will keep in contact.

Terumo: Next meeting Friday

Pivot Energy: Next meeting Thursday

Ambiant Energy: Next meeting Tuesday

Lockhead Martin: Still waiting to hear back. Looks promising.

Ball Aerospace: DC ahs sent an email, not yet heard back.

McInstry: JW will follow up but believes there is a conflict of interest.

JW send DC PDF of donation status spreadsheet.

### **Social Media Content Plan**

Initial draft completed and shared this morning with this group. JP looking for feedback and edits.

JP to add KPW's monthly sustainability tips to content calendar.

### **Sustainability Committee Meeting 3-10-21**

Have action items prepared that group can act on:

JP to create social media post copy to make sharing on personal accounts as easy as cut and paste

Sponsor incentives flier with tiers and graph complete.

Encourage Sustainability Commission members to contribute to our fund, if they are financially able to do so, to publicly acknowledge our commitment to the creation of the CAP.

Adjourned:

3:53 p.m.