

Approved February 24, 2023

*Governors Present:* **Stuart Casillas, Chair**; Joyce Densmore-Thomas; Jay Gilbert; Tom Giustina; David Hodson; David Hufford; Marcia Moore; Dennis Murphy; Chuck Nelsen; Christina Nichols; Matt Ober; Tim Sauer; Darryl Schoen; Dave Scotto; Braydan Young; David Alexander **Absent:** Tom Martin; John Morrell; Taylor Stewart, Student Representative

*Ex Officio Present:* Ahmad Boura, Vice President for University Advancement (CEO); Debra Larson, Provost and Vice President of Academic Affairs

*Staff Present:* Jay Friedman, Executive Director of Alumni and Parent Engagement; Pam Hollis, Robin Carter, Ileana Rowell, Chris White and Daria Booth, University Advancement

## MINUTES

Development Committee Chair Stuart Casillas called the meeting to order at 2:36 p.m. and welcomed new board members David Hufford, Tim Sauer and Braydan Young. Casillas asked for changes or corrections to the minutes of the June 23, 2022 meeting. There were none. Dr. Marcia Moore moved to approve the minutes. Darryl Schoen seconded the motion, and the committee voted to approve.

### Chair's Report: Stuart Casillas

Casillas asked board members to talk about their experiences making thank-you calls to donors. Five members reported that they reached out. Most said they had trouble getting people to answer their phone calls, but that they left voice messages. All expressed that it was a worthwhile effort and they felt donors appreciated being thanked. Casillas informed the board about upcoming events, including a reception at the president's home on Wednesday evening and the Leadership Summit on Friday. Additionally, the Women's Philanthropy Council will hold a reception featuring Women in Agriculture from 6-8 p.m. at the Arts Building. Casillas invited the group to attend the X-Prize Competition in Long Beach, where a faculty member will be competing for a \$1 million prize for technology innovations, and to the 60<sup>th</sup> Anniversary of the University Farm on November 5. Dr. Marcia Moore also invited the group to attend the Gateway Gala on Saturday.

### Development Report: Ahmad Boura & Daria Booth

Ahmad Boura gave the group the final fundraising results from last year noting that the total raised was \$17,856,085, with over \$9 million coming from Tower Society members and another \$50,000 from Tower GOLD members, those graduates from the last 10 years.

Daria Booth, Interim Senior Director of Philanthropy, reported that with a very small team, fundraisers have raised close to \$3 million since July 1. The four of them each have large gifts they are working on and expect to meet their goals for the next year.

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**Alumni and Advocacy Report: Jay Friedman**

Director of Alumni and Advocacy, Jay Friedman, told the group about plans for the upcoming Wildcat Weekend - a combination of Homecoming, Parents weekend and Chico Preview Day, which include lots of events over the next week.

As a result of the last year's state budget surplus, our campus had an opportunity to pursue earmarks and, along with three other campuses, secured \$75 million for the system's university farms. Chico's portion is \$18,750,000. Boura added that although the president's efforts to secure funding for the Human ID Lab failed this year, we will continue to pursue that funding next year.

Friedman gave an update on events coming up for Wildcat Weekend. He added that the Wildcat Connect program continued to be popular along with the State of the College webinar series. Advocacy efforts are focused on the \$18,750,000 received for the University Farm and additional work to support the Human ID Lab.

**CEO's Report: Boura**

Boura talked about the phases of the new campaign, including assessment, pre-planning, leadership gifts, and stewardship. We are currently in the assessment phase. Pre-planning will start next year. He outlined plans to add new fundraisers for the new campaign by hiring fundraisers across the country where the data tells us we have opportunity. He has hired two recruiting firms to help find potential staff. There are currently a lot of vacancies in a very competitive job market. Boura introduced three new hires – William McDermott in New Jersey/New York, Manny Loya in Orange County and Kathleen Daugherty in San Diego.

Boura proposed a new gift matching program similar to the one they ran last year. The proposed new program will match new endowments with 10% on any endowment valued at a minimum of \$500,000, with matching funds available to a maximum of \$2,000,000. The program would end on 6/30/24. This program should provide incentive for donors to give much larger gifts. The program will pay for itself in five years through fees charged on the endowments. Dr. Moore asked if pledged gifts would be eligible for the match. Boura said they would, but that the match would not be paid until the pledge was fulfilled. Chuck Nelsen clarified that "breaking even" would mean having as much in the unrestricted fund as we started with in five years. Nelsen asked if there was any concern that depleting the unrestricted fund could cause problems with future needs. Boura said the match would not drain the fund, but rather just reduce it for a few years. He did not see a problem. Darryl Schoen added some clarification and background about the program and its history for the new board members.

**New Business: Casillas**

There was no new business. Casillas adjourned the meeting at 4:00 p.m.  
The next meeting will be on Monday, February 20, 2022.

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