

Special TDGF Committee Meeting – Wednesday, July 29, 2020

Minutes

8:30am – 9:20am, via Zoom

Attendees: Suzanne Sullivan, Toni Moore, Jennifer Jordan and Marcia Arygris
Absent: Barbara Ramsey, Cathy Pellegrini and Jeanette Fagerskog

Note: *This was a special meeting organized to discuss Campaign next steps brought about by yesterday's offer of matching funds.*

Information, Reports, Discussion and/or Action Items

1. Minutes from prior meeting – N/A
2. Update on the Campaign:
 - The effort has grossed approximately \$22,571 with 96 donors, many of which are new donors.
 - In comparison, the July 2019 produced a net income of approximately \$26K.
 - Overall, we consider the event to be a success due to the amount of funds raised, the number of new donors who contributed, the overall quality of the event and experience with Classy. On the down side, we did not reach the goal of \$40K and the overall number of donors represents a small group among the nearly 6500 TD property owners.
 - Thank You's – Marcia recommended getting notes out the recent 96+ donors asap, and requested that all committee members assist.
3. New opportunity – an anonymous donor is offering additional funds in the amount of \$10K. If we end the campaign at this time, we can accept the funds. Another option is to extend the campaign and pursue the \$10K as matching funds.
4. Discussion of options – The pros and cons of three options were discussed:
 - Option 1 - End the campaign now and accept the \$10K.
 - Option 2 - Extend the campaign to approximately August 7th, and use the \$10K as matching funds and reach out via TD mailing list, prior donors and personal contacts.
 - Option 3 - Extend the campaign for approximately one month, use the \$10K as matching funds, and engage in extensive marketing.
5. Recommendation – The consensus among those in attendance was to pursue Option 2. Suzanne will proceed with publicity connected with this campaign encore as well as send suggested for follow-through by each committee member.
6. Next meeting dates: August 10th – We will debrief on the Campaign during the first hour and meet with Joyce regarding the new scholarship recipients during the second hour.

Next Meeting:

August 10, 3-5pm, via Zoom or in the Board Room at Northwoods Clubhouse.

Remote Participation: Will email Zoom info before August 10.