

## MEETING MINUTES

### TDGF Committee Meeting –November 7, 2017 3:00-4:50 PM.

**Members Present:** Jeanette Fagerskog, Suzanne Sullivan, Dick Gander, Katie Veni and Linda Slattery. **Guests:** Ashley Cooper from TTCF, (and potential new member) Tim Pelligrinoi. **Board member:** Jeff Conners.

### Location: MEADOW ROOM – NORTHWOODS CLUBHOUSE

### Discussion and Results

1. Committee Membership: Marty Podesta is interested in helping with a donor reception next summer. Details to be developed. Tim Pelligrini attended and expressed interest for both he and his wife.
2. Minutes –No additions or corrections were made to the minutes.
3. Treasurer's report: Dick reported that 2017 grants have been moved to the grant fund. Our balance is \$24,461, grants paid is \$67,536, investment income of \$13,570.
4. Communications – guest Ashley Copper from TTC
  - a. extensive discussion of communications ideas was held. Key points included:
    - Website – need to revisit and update. Will look at a way to divide and conquer. Also will try to repurpose content.
    - E-blasts – we should think in terms of themes throughout the year and plan ahead. Some small, some larger themes with links to other content tied into TDNews and other events.
    - Articles to highlight community contributors were recommended by Ashley.
    - Ashley recommended talking with TTCTV about making short videos for our use. Use with Facebook or other social media, on TD TVs and website. Perhaps highlight our grantees.
    - Ashley would like to feature some of our content in the TTCF Newsletter and create cross links
    - We should revisit the New Owner Package and ensure we have proper content there.
    - Look for ways to leverage other TD events – concert, Truckee Thursday bus. Some events are too big or people are distracted to receive much of a message and so are of limited value.
    - Look for ways to engage children. Coloring pages at the restaurants, Contest sponsored by TDGF to get folks engaged.
    - Seek volunteers for specific tasks – people willing to volunteer for small things without commitment to serving on the committee. Leverage task force concept.
    - Create an “Event Kit” with everything a volunteer needs to serve at an event.
  - b. TD News Plan – not discussed. Dick with create a strawman for email discussion.
5. Annual Dinner 2018
  - c. Date and Venue – July 11, 2018 in the Tent. Suzanne has us on the calendar with Jeff Jack and Mike Peters. Reasons for moving to summer: Separate from the Annual

Appeal – October is too close and week after July 4 means there will be lots of people in town.

- d. Chair – Suzanne will chair the dinner, sponsor/supporter acquisition, **interface** with TD Food and Beverage **and Marketing, and graphic arts for posters**. Jeanette will chair the auction with assistance from Linda. Katie will do the decorations.
6. Donor Reception – Details to be developed. May look at either late June or early August. Need to avoid conflict with Annual Dinner. Should be in the form of a ‘thank you’ rather than a solicitation event. The porch or grotto would be nice locations. Suggestion that we include donors of \$200 and up.
7. Committee Roster
  - e. Katie announced she will be leaving the committee. She is getting more engaged with the Truckee Roundhouse.
  - f. Jennifer Jordon is looking to return to Truckee but her plans are up in the air, so we will remove her for now.
  - g. Tim expressed interest and will get back to us.
8. Scholarships not paid. Katie reported contact with the High School contact that Luis was having trouble getting in his paper work for the scholarship. Dick reported that the other student had not yet completed hers either. Katie will follow up with the students and TTCF staff to get this worked out.
9. We will ask TD to direct \$1,500 to petty cash from dinner proceeds.
10. The meeting was adjourned at 4:50pm

Next Meeting: December 5th, 3-5 PM, Meadow Room Northwoods Clubhouse.