

**Minutes- TDGF Committee Meeting –Feb 7, 2017 3-5 PM.**

**LOCATION: MEADOW ROOM – NORTHWOODS CLUBHOUSE**

1. New (& potential) Members – The Committee welcomed Linda Slatery to the team!
2. Minutes -Additions and corrections? – None noted
3. Treasurers report + Statistics – as of 12/30/16: \$28,074 in assets.
4. TD News Articles – Reminder that these are due!
  - a. Jeanette - Arts For the Schools & North Tahoe Arts – in process for March.
  - b. Kate - Biking for a Better World – in process
  - c. Suzanne - Community Recovery Resources – in process
  - d. Lois - Headwaters Science Institute – Done published in Feb News
  - e. Pam - Sierra Senior Services – in process
  - f. Dick - Sierra Watershed Education Partnerships – Done published in Jan

Kate suggested adding a side bar to our articles to feature small updates to the membership such as results of the campaign, how to give reminders, etc. Consensus was this was a great idea! Will look for a results sidebar for April.
5. Tahoe Donner Cares Campaign
  - a. Kate reviewed her analysis of the Year End Direct Mail and Assessment mailings. From 11/1 to 1/20 of 2015/16 we had 36 donations for \$6,970. For the same period 2016/17 we had 71 donations for \$15,163! That is near double the contributions and 118% increase in dollars! This included a 56% renewal rate and 8% returning after skipping one or more years.
  - b. We discussed the reporting available from TTCF and agreed that Kate and Dick should meet with Kathy and Itsy to see what is available and how this works. Dick will coordinate a meeting.
  - c. The committee reviewed non-renewing members and agreed to contact those that each of us knew.
  - d. We discussed the use of the “Tahoe Donner Cares” Logo and agreed that it could be used standalone for informational uses to the membership but that solicitations to members or companies for donations and articles and bigger pieces, we need to include the reference to the Community Foundation and have them review as appropriate.
  - e. We will address the issue of sponsors using the logo in their advertising separately. They will need to reference TTCF in some manner.
6. Annual Dinner Planning – Suzanne
  - a. Planning is well underway for the October 14 dinner at the ACAC
  - b. It will be a nice buffet format and we plan to include wine with dinner this year.
  - c. Sponsorship letters are out and will be followed up by the team as are solicitations for the silent auction.
  - d. Dick will see about a Fly Fishing related auction package
  - e. Jennifer offered a guided rafting trip on the South American River. She will work with the auction team to define this further.
  - f. Ticket prices were recommended to be set at \$100 and the committee agreed.
  - g. Dick will set up a meeting with Suzanne and the Partners of Elements snow removal to discuss sponsorship.
7. Sponsor/Partner Program – this is tabled pending the discussion in 6. G. above.
8. Website content – Kate to mark up and review
  - a. Kate reviewed her thoughts on web content changes. The committee was in full agreement.
  - b. Next step determined to be a meeting with Brinn and staff regarding the new website development. Dick will coordinate with Kate and Brinn
9. TD Clubs – how to engage – Pam will try to discuss engagement with Women’s Golf Club (18 Hole) as a place to start.
10. Bulletin Board – Discussed the bulletin board at the front of Northwoods. Will add this topic to meeting with Brinn.

Meetings changed to First Tuesday of the Month, 3 to 5 pm.

Next Meeting March 7, 3 to 5 pm Meadow Room Northwoods Clubhouse