

Development Committee Meeting Notes 6/27/2022

Time: 4:30pm

Present: Tom, Laurie, Jill

Note taker: Jill

- Spring Membership Drive
 - Exceeded goal of \$56K
 - + about \$9K from mailers so far

- Fall Membership Drive
 - 9/15 - 10/15/2022

- Gifted property
 - Closing paperwork to be signed 6/30/2022

- Planned giving
 - Tom is working to put together a seminar for those interested in leaving KBOO money when they pass on.

- CPB
 - 1st payment is coming through
 - \$70K to spend in 2 years

- Other grants
 - OnPoint \$5K grant secured for Youth Collective
 - Tom is preparing a matrix for the board which will show timing for which grants are in progress.

- Underwriting
 - Secured \$700 from Oregon Country Fair
 - Goal is \$4,500 for the year

- Cuba Trip
 - 10 people are signed up so far
 - Tour guide was interviewed on the air
 - Currently, with 10 people signed up, KBOO receives \$400 per person. If KBOO signs up more than 10 people, KBOO receives \$600 per person.
 - Jill will remind the board to promote the trip in their networks.

- Social media
 - There was a jump in hits/views from live Pride posts to KBOO Facebook page
 - Work with web-social media coordinator to promote KBOO at more events

- Blues Festival
 - Blues Festival t-shirts now for sale through custom ink.
 - More KBOO gear for sale through online store
 - QR code available at event

- Advertising
 - Willamette Week
 - Banner and static ads on WW homepage
 - Not paper ads
 - Month long campaign or
 - Week long campaigns for a month
 - Spend \$2-5K

- Annual development budget
 - There is still \$6-7K remaining in the development budget for FY22.

- Board member fundraising
 - Forward email with Cuba Trip interview to friends, family and others in board members' networks.
 - Forward email about Powell's Books proceeds to friends, family and others in board members' networks.

- The next meeting will be Monday, 7/25/2022 at 4:30pm