



Revenue Diversity & New Markets Committee Meeting

Thursday, March 28, 2024

3:30 p.m.

MINUTES

MEMBERS PRESENT: John Gill, Joe Battista, Wendy Ford and Tanisha Gary

MEMBERS ABSENT: Mark Brewer

STAFF PRESENT: Pam Nabors, Leo Alvarez, Marcela DeFaria, Sean Masherella, and Kaz Kasal

Agenda Item	Topic	Action Item / Follow Up Item
1	Welcome Mr. Gill, Committee Chair, called meeting to order at 3:31 p.m.	
2	Roll Call / Establishment of Quorum Ms. Kasal reported a quorum present.	
3	Public Comment None offered.	
4	Action Item <u>Approval of Minutes</u> <ul style="list-style-type: none"> Reviewed draft minutes from 10/10/23 Revenue Diversity and New Markets Committee Meeting (attachment). 	A motion was made by Ms. Ford to approve the minutes from the 10/10/23 meeting. Ms. Gary seconded; motion passed unanimously.
5	Information / Discussion / Action Items <u>Financial Results 7/1/23 thru 2/29/24</u> <ul style="list-style-type: none"> Reviewed 7/1/23 thru 2/29/24 results by fund-raising sources: public, private, referral programs and general donations. Currently at 89% of overall target (attachment). <u>Fundraising Updates</u> <ul style="list-style-type: none"> Reviewed listing of open proposals: status, purpose, and proposed amount estimates (attachment). Reviewed two declined awards – will try again at next opportunity. (attachment). <u>Development Strategies</u> <ul style="list-style-type: none"> Reviewed 2023-2024 development prospects and opportunities on: new and renewed donors, as well as new proposals and prospects, and status on progress made (attachment). 	

- Reviewed lists on 1) needs assessment, and 2) goals by 6/30/24, of which most goals are already in place.

Package/Messaging – Summer Youth/High School Express

- Reviewed overall components of 2024 Summer Youth Program. Received 5,000 applicants for 1,500 slots (attachment).
- Reviewed the successes on the recently launched “High School Career Express” – a career exploration program for high school juniors and seniors.
 - This exploratory program is designed to make students aware of all the various in-demand careers in various industries, and also that some level of training will be needed beyond high school to succeed in a career pathway.

Committee Input:

- Celebrate the wins – good idea. Community can see impact
- Committee concurred Ms. DeFaria’s team should include both a grant manager and administrative support, so Ms. DeFaria can keep her focus on external meetings and forming partnerships.
- Committee to provide email introductions to Ms. DeFaria on their connections. Ms. Gary has a few to share. Full Board can also help make introductions with their connections.
- Continue seeking partnerships with banks; they have CRA money they will need to invest.
- Continue outreach with medium and large organizations open to philanthropy. Offer how both can benefit from the partnership; use symbiotic messaging
- Keep recognition events simple – i.e. annual breakfast to recognize partnership impact. Don’t want to compete in this space

7	<p>Other Business</p> <ul style="list-style-type: none"> • As a future discussion: <ul style="list-style-type: none"> – Learn strategies on how to best package projects so as not to run into a deficit; total cost is covered and/or establish a cost center to keep projects going and support gaps. 	
8	<p>Adjournment</p> <p>There being no other business, the meeting was adjourned at 4:43 p.m.</p>	

Respectfully submitted,

Kaz Kasal
Executive Board Coordinator