Development Committee Meeting Minutes  
Tuesday, January 14, 2014

Attending: Chair—Crystal Faulkner, Brian Brockhoff, John J. Frank, Jr., Chris Habel, Peter Alpaugh, Woody Uible, Adrijana Kowatsch, Julie Heath, and Lorrie Penner

I. Welcome
Crystal Faulkner welcomed the committee and called the meeting to order.

II. Fundraising Report
Adrijana Kowatsch shared the Fundraising Income Report 7/1/2013-01/13/2014. In comparison to the same time last year the Center is down in donations from $766,841 to the current $282,188. Adrijana pointed out that Sam Cassidy pledge to the Legacy fund was booked last November (accounting for $300,000) of that difference, and a large gift from Peg Valentine occurred during this time period last year.

Adrijana highlighted the following fundraising activities:

Denied:
Bank of America: $10,000 to fund the Personal Finance Challenge. Troy Neat, who is President of the Lindner College of Business Board of Governors, encouraged the Center to submit this proposal. The Center will be following up for feedback on why the proposal was unsuccessful.

Secured since last meeting:
The Honor Project Trust: $40,400 for the TL2 high school summer program. These funds are from the Ohio State Cy Pres, which are funds in class action cases and some other types of legal proceedings that cannot be distributed to the class members or intended beneficiaries. The Honor Project is charged with distributing these unclaimed funds and the Center went through a process of sending in an application, which has been granted. The Center will use the funds over a two year period to support scholarships to 20 students and support the fixed costs of the program.

Pending Proposals:
Ronald McDonald House Charities: $5,000 for StEP. Bill Neyer is assisting with this solicitation. Decision at the end of January is expected.

Andrew Jergens Foundation: $12,700 for StEP in North College Hill Elementary. LOI was submitted in November, and we have been asked to submit a full proposal. Claire talked with Jim Huizenga about how the Center could strengthen its proposal. Adrijana and Julie met with Jim Huizenga recently and the proposal was subsequently submitted.

Vredeveld Legacy:
The Center’s original goal was to raise 3.5M contingent on a few key donors who have either not given, or not at the level hoped. At this point about 1.4M in funds have been obtained or pledged. The Center personnel will concentrate on George Vredeveld’s connections and Adrijana will contact George for further guidance and strategy specifically around Ohio National.
III. Development Director Replacement

The search for Claire’s replacement has been put on hold. As part of the Lindner College of Business, the Center is given clearance from the Dean’s office on hiring personnel. At this time the approval for Claire’s replacement has not been secured.

IV. Development Subcommittees Update

1. Board Giving
   Current Board giving is at 97%. We expect commitments from the remaining two Board members soon.

2. Annual Awards Luncheon
   The Luncheon subcommittee met on January 9 at 7:30am at Shawn’s offices. One priority of the subcommittee is to identify the local business relationships that Kroger has with, banks, CPAs, Insurance and others. Members of the subcommittee are planning on contacting these businesses to see if they have an interest in sponsoring a table.

   Kroger CEO, Rodney McMullen will accept the new Community Award on behalf of Kroger at the luncheon.

   Potential connections; dunnhumby, Graeters, La Rosa’s, Jeff Wyler Ford, Klostermans and Worldwide.

   Julie Heath is working with Rodney McMullen’s office to see if a reception could be held before or after the luncheon for top level sponsors to network with Mr. McMullen, UC President Santa Ono and keynote speaker, Mark Zandi.

   **ACTION:** Development Committee members with connections to companies that do business with Kroger should contact Brian Brockhoff.

3. Young Professionals
   As part of a Development Committee recommendation, Chris Habel heads up the Young Professionals Council. The group is made up of 8-10 Young Professionals who have met three times.
   Their regular meeting will be the third Wednesday of each month. The group is still in the process of developing their structure. They are committed to volunteer work and will be participating in April in an event that the Center is hosting with Northwest School District and Colerain High Schools for a Financial Literacy event.

   Participating Young Professionals are:
4. **Board Involvement**

   Crystal Faulkner has asked for a **special meeting with members of the Development Committee and the Marketing committee**. The function of this meeting would be for the Marketing Committee to assist the Development committee with some ideas centered around sponsorship and how to ‘package’ their ask to make it more meaningful to the sponsor. Center staff is reaching out to Marketing Committee Chair, Doug Bolton for a meeting date in February. **A notice will be sent as soon as a date is decided.**

V. **Agenda Items for the next meeting**

   It was agreed that the following items will be discussed at the next meeting:

   1. **Board Retreat RECAP**
      a. Development Checklist
      b. Feedback for fundraising from the Retreat Breakout activity

VI. **Next Meeting**

   The next regular meeting is scheduled for Friday, March 7 at 8am.
   Meeting location is the Economics Center.
   225 Calhoun St., Suite 370
   Cincinnati, OH 45219

   **Tentative meeting schedule for 2014:**
   **March 7, Friday, 8am - confirmed**
   June 3, 8am - will be changed
   **September 8, Monday, 8am - confirmed**
   November 18, 8am Tentative

   The meeting was adjourned.