

Executive Committee Meeting
June 27, 2011
Summary

Attendees: Gustafson, Chapman, Wright, Kahn R., Thaler, Ducey

Development

Founders Circle Discussion:

Perks - Need additional perks for \$25,000 donors. Decided on:

- a private reception with Dianne Feinstein before the Dinner Event.
Action: Cindy to follow-up with the Feinstein camp.
- Add names to interpretive signage or other project plaques.

All FC donors will also get their names in a prominent place on our website.

San Francisco Event – Want to hold a special dinner at the Waterbar or Ghirardelli Square in late July (23rd – 30th). Want to leverage the prestige and following of the award winning chefs.

Action: Art to check on availability of restaurants and reach out to a couple of people to request their help in organizing the event (Charlotte/Carmen?).

Other Key Organizations and People – A personalized outreach strategy needs to be developed for targeted organizations and people.

Action: Bev to begin list of targeted organizations/people and work with Roger and key board members in developing an outreach strategy.

Dinner Event Invitee Policy – A policy needs to be established in regards to people requesting an invitation to the Dinner because of their governmental or agency affiliation. The Dinner is a fund raising event with limited seating.

Action: Cindy, Art, Patrick to discuss policy on 7/8 @11:00 am before the board meeting lunch.

Dianne Feinstein Lunch & Dignitaries – Jerry Brown, Harry Reid and Brian Sandoval are all planning on attending the Summit. Feinstein is still looking for a location for her lunch. Art suggested we offer the WSC for the lunch and ask the other dignitaries to attend the dinner later that day.

Action: Cindy, Art, Patrick to follow up.

Communications

Slogan:

Discussed shortening the previously suggested slogan to: Together, Creating a Legacy - *the Tahoe Fund*

Dinner Event:

Press release to go out next week. Art suggested key Bay Area contacts, which will be brought to the Communications Committee for follow-up.

Youth Art Contest – Project plan and communications strategy will be discussed at Thursday's committee meetings.

Non-profit Lunch

Patrick to review project selection criteria and come up with a filter on who should be invited to the non-profit lunch based on the criteria. Patrick will talk to John Friedrich about other non-profits that fit the criteria.