

**GREAT BASIN COLLEGE FOUNDATION**  
**Board of Trustees Finance Committee Meeting**  
**1025 Chilton Circle, Elko, Nevada 89801**  
**Thursday, November 7, 2024, at 12:15 pm**

**Minutes**

*Call to Order of the Great Basin College Foundation Finance Committee*

1. CALL TO ORDER 12:15 p.m.

2. ROLL CALL:

Present:

Absent:

James Glennon (Chair)

Shirley Alen-Kellerman

Brandon Shedd

Lynn Terras

Danny Gillins

Others Present:

Dr. Colon, Chair, Board of Trustees

Leslie Maple, Executive Director, Institutional Advancement

Hillary Baker, Associate Director of Development

Kelli Baker, Administrative Assistant

3. Public Comment. *Pursuant to NRS 241 this time is devoted to comments by the general public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item. ACTION WILL NOT BE TAKEN*

No public comment.

4. Possible approval of the May 2, 2024, Minutes. FOR POSSIBLE ACTION

GBC Foundation Finance Committee Members will review, recommend changes, and/or approve the minutes of the GBCF Finance Committee meeting on May 2, 2024, minutes.

*ESTIMATED TIME: 2 mins*

***A motion to approve the minutes of May 2, 2024, was made by Lynn Terras, seconded by Danny Gillins, motion passed unanimously.***

5. Review, consideration, and possible approval of the Great Basin College Foundation external audit for FY24, and matters related thereto. FOR POSSIBLE ACTION

Included in the packet are the Financial Statements and the Management Letter. This may also be placed on the Board of Trustees Agenda of November 21, 2024.

*ESTIMATED TIME: 5 mins*

Chair Glennon stated it was a clean audit.

***A motion to approve the FY24 audit, was made by Danny Gillins, seconded by Lynn Terras, motion passed unanimously.***

6. Review, consideration and possible approval to use funding from the Alumni fund in the amount of \$6,000 to support subscription fees for an email marketing platform (MailChimp) and a direct mail campaign, and matters related thereto. FOR POSSIBLE ACTION

Use of the funds requires Board approval.

This may also be placed on the Board of Trustees Agenda of November 21, 2024.

*ESTIMATED TIME: 5 mins*

Ms. Maple stated a portion of this is to use for marketing and working to build a new alumni list.

Ms. Maple noted that we have a growing alumni group but a limited budget for marketing. Hillary has done a great job with our current efforts. Ms. Maple stated that we need to set aside some funds for marketing. The college has not tracked alumni well, and we need to build a new contact list. Dr. Colon asked if Mailchimp is a popular tool? Hillary stated it is one of the top two used. Ms. Maple stated that since we no longer have payroll expenses, we need to increase our visibility in the community. We are thinking about running a raffle to engage our group and estimates that we can reach about 3,144 people with this initiative. We hope to work with the college to get contact information from students before they graduate. In the past, we used a database from when they attended GBC, but many records are outdated. We may have other options to explore, but we need to be careful. Brandon inquired about the cost of the email service? Ms. Maple stated that there is postage and MailChimp is a monthly subscription.

***A motion to approve the use of \$6,000 from the Alumni fund to support subscription fees for an email marketing platform (MailChimp) and a direct mail campaign, was made by Danny Gillins, seconded by Brandon Shedd, motion passed unanimously.***

7. Review, consideration and possible approval to repurpose funding in GF04254 “Foundation Gift Online Editing Program” (\$25,000) for the purchase of a scholarship management system, and matters related thereto. FOR POSSIBLE ACTION

On September 18, 2008, the Board of Trustees voted to allocate \$25,000 in unrestricted funding to the GBC Online Editing Program over a three-year period. The funding is currently available for repurposing. Included in the packet are the minutes from the meeting.

Ms. Maple stated as of now it takes 2-3 full day of manual work to award scholarships. This will help us be more efficient.

***A motion to approve to repurpose funding in GF04254 “Foundation Gift Online Editing Program” (\$25,000) for the purchase of a scholarship management system, was made by Lynn Terras, seconded by Danny Gillins, motion passed unanimously.***

8. Finance & Accounting Reports. FOR POSSIBLE ACTION

- a. The GBCF Finance Committee will discuss and/or take action to approve the Management Report for the period ending August and September 2024. FOR POSSIBLE ACTION
- b. The GBCF Finance Committee will discuss and/or take action to approve the Gift Summary Report Income/Deposit Report for the month August and September 2024. FOR POSSIBLE ACTION
- c. The Gift Summary Report FY25. FOR POSSIBLE ACTION

This may also be placed on the Board of Trustees Agenda of November 21, 2024.

*ESTIMATED TIME: 5 mins*

***A motion to approve Item 8 a-c, was made by Danny Gillins, seconded by Brandon Shedd, motion passed unanimously.***

**9. Finance Committee Chair Report. INFORMATION ONLY – NON ACTION ITEM**

The Committee may receive an update from the Chair.

*ESTIMATED TIME: 5 mins*

**10. GBC Business Affairs Report – Tony Asti. INFORMATION ONLY**

Tony Asti may give an update on college finance related items.

*ESTIMATED TIME: 5 mins*

No report.

**11. Executive Director of Institutional Advancement Update. INFORMATION ONLY – ON ACTION ITEM.**

*ESTIMATED TIME: 10 mins*

- New Donor Database - Ms. Maple stated that we need a new donor database, as our current one, which is a very old system, will be phasing out by September 2025. We have a couple of systems narrowed down.
- Scholarship Management Database – Ms. Maple reported that we already received support on. This will be critical in saving time and helping us assist our students more effectively
- Implementation of an application process to request support from the GBC Foundation - Ms. Maple said she would like to implement an application process for requesting support from the foundation. She stated we can have mechanisms in place so that groups can request funding and envision creating an application process for student groups or departments to request funding and generate reports to the Foundation. Ms. Maple stated this could lead to better management of the unrestricted funds we've discussed from various initiatives. Ms. Maple asked for thoughts on this application process. Chair Glennon stated he thinks we should establish some kind of fund, perhaps around \$3,000, where requests below \$500 don't need to go through the board and for larger requests, we can set a clear threshold for what needs Board approval. Chair Glennon stated he would appreciate a recap periodically, summarizing the needs we are seeing.
- Giving Machines Initiative in Elko - Ms. Maple stated we were selected to participate in the Jesus Christ the Lord Jesus Church program. This program features "giving machines" that encourage donations to nonprofits and community support organizations during the holidays. With these machines, you can choose how much to donate and receive

a small token in return. We included some items for our students and parents, such as textbooks. I would like to give you time to think about this, and I can share more details. We are targeting December 14th for the launch. I will keep you updated on the shopping center location where the machines will be placed. They are looking for volunteers. If any board members want to help encourage donations, it would be great. The giving machines will be available from December 13th to January 1st. They need volunteers throughout the season. We hope this initiative will raise awareness in our community and help people understand our needs at the college.

- Year End and Giving Tuesday - Ms. Maple stated that Hillary has put together a campaign for Giving Tuesday and asked the Committee to share the campaign.
- BOR Annual Report - Ms. Maple stated that the Foundation's annual report with the Board of Regents is scheduled in December.

## 12. Associate Director of Development Update – INFORMATION ONLY – ON ACTION ITEM.

The Committee may receive an update from Hillary Baker.

*ESTIMATED TIME: 5 mins*

- Newsletter launch - Ms. Baker reported that there is a new newsletter called the "The Great Basin College Connection." It will include a letter from Leslie with foundation updates and recent activities. The second page will feature a news story about openings in the welding program, alongside pictures of the welding lab and a photo from the ribbon-cutting ceremony. We will also recognize local donors, provide a press release about the radiology scholarships from Northeastern Nevada Regional Hospital, and spotlight Chris Johnson for his generous donation to the welding lab. Additionally, there will be a photo of Lynn at the Lions Club showcasing their annual scholarship donation. We'll highlight our food bank drive with the hospital auxiliary in Elko and Jim Winer and his scholarship recipient. GBC is now recognized as an emerging Hispanic-serving institution, and we will include bullet points on how to support the foundation. On the back pages, we'll outline upcoming events, including a town hall meeting in Pahrump on December 2nd, and mention our need for funds to support our emergency hardship fund, along with topics like spring enrollment and driver's education. Lastly, we want to connect with past donors for whom we lack email addresses and consider purchasing a list to broaden our outreach.
- Alumni Network - Ms. Baker reported for the Elko County Fair, she and Leslie decided that participants who sign up for the raffle using the QR code will be entered to win an Apple Watch.. Our GBC family noticed this at the fair and expressed interest in implementing it on our campus and so we have flyers that are or will be located at each campus, and so far, four students have registered using the link to join our alumni network. Ms. Baker said the drawing will take place on January 7th. We look forward to selecting a student and hope this initiative will help continue growing the network. She has also proposed that we offer students the option to opt into the alumni network and purchase a cord for graduation. They could wear this with their cap and gown, and we could use the funds raised to sustain the alumni network in the future. This is something we are considering potentially piloting in the spring.

## 13. Committee Members Reports. INFORMATION ONLY – NON ACTION ITEM

No action may be taken on a matter raised under this agenda item, though items may be designated to be added to the next agenda.

*ESTIMATED TIME: 5 mins*

No reports.

**14. Public Comment.** *Pursuant to NRS 241 this time is devoted to comments by the general public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item. ACTION WILL NOT BE TAKEN*

No public comment.

**15. Adjourn 1:01 p.m.**