

**Fundraising Committee Minutes  
Tuesday, February 22, 2022, 10:00 a.m.  
Greeley History Museum**

Meeting transcribed by Sarah Saxe

Call to Order: 10:02am

Roll Call: Mike Weiland, Emma Pena-McCleave, George Junne, Sarah Lester, Geoff Havens, Katie Ross, Sarah Saxe

1. Update on marketing materials
  - a. Review/finalize PowerPoint – C&E created a template and Sarah S. has begun the PowerPoint to be used when presenting to various organizations and groups. She will send it via email to the group this week for feedback.
  - b. Distribute brochures – half page documents were available at today's meeting for pick-up/distribution. Still waiting on full brochures back from printers for distribution.
  - c. Banner – banner and stand came back from printer and look great/are ready to be used for community presentations.
2. Committee member updates on progress
  - a. Geoff: working through second round of follow ups to assigned companies. He is being directed to specific people at the company rather than a generic email and is hoping for better results.
  - b. Emma: reached out to Envirotech with no call back; struggling to figure out who to contact at 5 Rivers and JBS but will look for other contacts; was placed on hold for long time with Tribune and asked if anyone has better email than the generic subscriptions account. Katie said she will send Emma contact info for new director. Emma got redirected when tried to contact Occidental; got good response from Richmark Real Estate (she will send brochure via mail and ask for in-person meeting).
  - c. Lester: reached out to schools assigned to her with no response. She will follow up and also see if later in the project (during facility and program development) is a more appropriate time for them to get involved.
  - d. Mike: Allo Fiber seems interested and Mike will follow up; materials were sent to Colorado Premium for consideration; has a few calls in with Weld County Garage and will follow up. Northern Feed & Bean said they are not interested. Mike will contact his individual donors next.
  - e. Katie: left voicemail to VP at Laprino about Foundation applications. Might be a good fit; Katie will follow up again.

- f. George: will meet with Sarah S. following meeting to answer questions before he reaches out to his assigned companies.
- 3. Update on grants/foundations
  - a. No info on Tointon Family Foundation (don't know who manages fund). Emma might know someone who knows, and a former City employee might know. They will pass along info to Sarah S. if/once known.
  - b. Sarah reached out to Norm Lyster via phone/email with no response. Sent letter and brochure to contact at Weld Community Foundation (who manages Lyster's DAF) and they said they'd be happy to pass info along to Mr. Lyser.
  - c. Applied to State Farm Community Grants – we will be notified 4/18 if we are in top 200, then public voting for top 100, each receives \$25,000.
  - d. Waiting to hear back about Boettcher Fund and if we are invited to apply.
  - e. Had meeting with El Pomar Grant, they sound like a good fit but we need 50% of funds raised (if we have less, we can still apply for a contingency grant, to be distributed in full when we have reached 50%).
  - f. Littler Youth, Monfort Foundation, Weld Trust, and D6 School Success Foundation are not interested/not applicable. Have not heard back from Coca-Cola Foundation.
  - g. Walmart grant website not cooperating. Geoff said with his previous work with Walmart grants, they are more interested in project specific grants – we can follow up with them down the road.
  - h. Cache la Poudre Heritage Area grant would be a good fit once we have 50% raised.
  - i. Sarah will investigate IMLS grant next.
- 4. Update on building/site quotes
  - a. Geoff will reconnect with City-appointed project manager Abe Theiss to continue discussion on permitting/approval process; will reconnect to pursue quotes on earthwork; and will circle back with Morton Buildings at end of year for updated quote to account for inflation.
- 5. Determine next steps
  - a. Committee members will continue to pursue contacts they have started to reach out to, and will make initial contact with donor assignees they have yet to contact. Persistence is the name of the game.
  - b. Sarah (and a few committee members who have special connections to particular organizations) will reach out to community clubs/organization on donor list to begin scheduling presentations. Committee members will share workload when making actual presentations to group.
  - c. Question was asked “how do we know when to stop calling/emailing particular contact?” – personal judgment call was answer. Another point was made that when dealing with an organization, if the

outreach/philanthropy representative changes from year to year, it is worth it to circle back with new contact person because attitude to project may change and they might become more interested.

New Business:

Old Business:

Next Meeting: Tuesday March 22, 10am, Greeley History Museum

Adjourn: 10:44am

**Prepared by:**

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**Preparer**

Sarah Saxe

**Board Chair**

Mike Weiland

**Date**

3/18/2022

**Date**

3/18/2022