

CEO Development Committee
Meeting Minutes
June 12, 2024

Attendance: Present: Steve Angelucci, David Bowling, Mindy Towles, Kim Thompson
Absent: Fr. Dan Noll

Minutes - Minutes from April meeting approved

Part-Time Administrative Assistant - Kim reported that Brooks was a tremendous help during the CEOF Golf Scramble and is working on the CEOF Equine Fund event, Stallions, Sips & Savories. Brooks put together a comprehensive summary of the meeting at Ashford Stud and sent it the next morning for review and revisions.. Kim is thrilled she is a “self-starter”.

Development Plan - David put together a “road map” for the CEOF Development Committee. This plan will be a “living document”. **ACTION:** David will send the “final” plan to the Development committee and share with the CEOF board.

Marketing & Advancement Plan - Steve and Mindy created the comprehensive plan with input from Mariah Dence and Lauren Cambron. Steve feels we can accomplish most of it by utilizing volunteers. David commented that we can not create more work for Kim, but volunteers will be able to help with this. **ACTION:** Steve will present the plan to Bill Hoskins. Then it will be presented to the CEOF board in July.

Planned Giving - **ACTION:** David will reach out to Jeff Ashley of Roundtree Ashley, to discuss the legacy program and what service they will offer to us. There may be a fee for this.

Professional Development - The Development Committee recommends Kim attend PD one time per year or in the minimum every other year. The Lilly Foundation of Philanthropy offers seminars in person and virtually. Mindy suggested Partners in Mission’s Advancement track. Steve suggested some one on one training. **ACTION:** Steve will reach out to a few people he knows to see if they would be willing to do this. There will be a small fee attached.

CEOF Equine Fund event - Stallions, Sips & Savories will be held Saturday, October 19th from 10-noon at Coolmore America Ashford Stud in Versailles. Tickets will be \$200 for individuals and some tickets will be a benefit for sponsorship. We will sell between 100-125 tickets. Volunteers will be needed and will not pay the ticket fee, but will be invited to have food after their duty wraps up. A guest list is being cultivated and will be a mixture of people in the equine industry as well as supporters of the mission. The silent auction will be on the higher end and will be open for bidding approximately 3 weeks prior to the event. Following the event an email will be sent to guests thanking them for support, including the Luminaria video shot at the Polo Club and a link to donate. **ACTION:** Kim will share with the SSS planning committee suggestions from the Development Committee regarding sharing the message at the beginning

or end of the Stallion tour by someone in the industry (ex. Dermot Ryan, John David Christman, Mark Taylor etc.). Distribution of stickers "I support the CEOF Equine Fund in hopes that if they are going somewhere after the event, for example, Keeneland, they might have inquiries from others.

Next Meeting Date: July 25th at 10:30 a.m. - TFG offices - Fr. Dan will join virtually.