

CEOF Development Committee
Meeting Minutes
September 10, 2024

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

Minutes - Minutes from August meeting approved.

Marketing Plan - Kim thanked Steve for his hard work creating a budget friendly marketing plan. **ACTION:** Steve will contact Lauren Cambron and Mariah Dence to see if they would be willing to co-chair the marketing subcommittee and attend the development meetings. They would also work closely with the Leadership Council chairperson.

Leadership Council & Junior Leadership Council Merger - A chairperson of this committee needs to be selected. They would be involved in the formation of the “new” Leadership Council. They would help prioritize a timeline because this is volunteer based and not a professional group. **ACTION:** Bill will reach out to people recommended for this position to gauge interest. The first to respond favorably would be named the Chair.

CEOF Equine Fund event - Kim shared that Stallions, Sips, & Savories is shaping up to be a wonderful event. The silent auction items/packages are coming together. They include an American Pharoah halter, a bourbon basket donated by CEOF board members, lunch for 6 at the Thoroughbred Club & a box on the finish line at Keeneland, villa in Hilton Head that includes golf and purchaser could choose the week that begins on the final day of the Heritage Golf Classic. Kim will introduce someone in the horse business at the beginning of each tour to share the purpose of the event and CEOF Fund. **ACTION:** Kim will include a business card with the takeaway which includes a pledge card and donation envelope. Kim will inquire if anyone who has benefitted from the fund at Ashford Stud would be willing to give a quick testimonial. Following the event Kim will email our Luminaria video to the attendees with a letter thanking them for their support and encouraging gifts.

Bloomerang/Qgive - Kim reported the onboarding begins 9/12 with Bloomerang. Brooks will attend the virtual meeting as well. Kim and Mary Sparks attended the Qgive demo on 9/9 and Kim submitted the contract. There is a 5 day period of review and then onboarding information will be sent. Kim did say that she will not be able to devote much time to Bloomerang until after the event, but that would be in time for the Good Giving Challenge as well as end of the year giving. **ACTION:** Mary Sparks will input the items and attend the event as our auction technology specialist.

Professional Development - Kim reported that her initial meeting with Lisa Deaton Mahan went very well. She believes this will be a good investment of her time. Bill asked if the board could attend some of the sessions. **ACTION:** Kim will ask Lisa if she is willing to give a one

hour in person “retreat” for the board as a culmination of the sessions. It would be a review of Lisa’s recommendations for the executive director and the board as CEOF continues to grow. Kim will personally compensate Lisa for her time if she is willing to do this for CEOF in November.

Legacy Program - David reported that he shared the codicil with Bill who had an attorney review it. **ACTION:** David will share the codicil with the board at the September meeting and request suggestions for moving forward. He also said he will encourage leading by example.

Principal’s Meeting - November 20th Kim will give updates about CEOF. **ACTION:** Kim will ask the principals to send her testimonials that can be used in marketing and meetings with prospective donors.

Next Meeting Date: October 9, 2024, 9:00 a.m. - virtual