



MODESTO
JUNIOR COLLEGE
FOUNDATION

Board of Directors

Special Meeting

January 26, 2010

LOCATION:
YCCD, Conference Room B
2201 Blue Gum Avenue, Modesto

8:00 a.m.

Modesto Junior College Foundation

Board of Directors

Special Board Meeting

Tuesday, January 26, 2010

8:00 a.m.

YCCD Conference Room B

2201 Blue Gum Avenue

Agenda

Approval of Agenda i

Discussion/Action Agenda

1. Additional Major Fundraiser.....Gary Watts
2. 2009-10 Budget Revision.....Gary Watts

Other Business/Announcements/Events

Next Board Meeting: February 9, 2010

Location: YCCD, Conference Room B

Adjournment

January 20, 2010

To: MJC Foundation Board of Directors
From: Gene Hill
Re: January 26, 2010, Meeting
(Action/Decision Requested)

Board of Directors
December 8, 2009

Discussion/Action Agenda

6. Additional Major Fundraising Events (Gene Hill)

The Executive Director recommends the Board of Directors make a decision on a second major fundraiser, in addition to the Summer Sonata. Please review these suggestions prior to December 8th so that we might make a decision. Thank you!

At the Friday, April 3, 2009, the following suggestions were made:

___ Amy Neumann suggested the board focus on the 30-40 something age group which is our next leaders within the community. She thought we could reach out to this demographic by offering more family-oriented events. Amy takes her family to the MAPS series and both she and her children love them. We need more events like this on campus which could be a fundraiser for the Foundation. Paul Neumann added that this age group also has a real connection to MJC. These are the individuals that we need to keep in contact with and remind how much MJC has to offer.

___ Eileen Faria suggested a way to get more retiree's to attend the Summer Sonata might be to offer a buy one ticket/get the other for free option. She commented that \$300 for one couple might be too much.

___ Ron Ramont suggested we take a close look at our resources and maybe form partnerships with other departments on campus such as the Ag Department.

___ Jerry Cooper suggested both Golf Tournaments and Crab Feeds.

___ Babette Wagner suggested we use the MJC Performing Arts Center (Auditorium) to have high school and junior high schools participate in contests (singing, dancing, musicians, etc.) Sponsorships could provide prizes for the winners. Babette also suggested offering events for adults while offering child care on site for a small fee. Babette also suggested offering events for adults while offering child care on site for a small fee. Babette commented that she recently attended a Doo-Wop concert which was very well attended. Maybe we could have a "Doo-Wop or Lounge Act Night."

___ Geoffrey Hutcheson suggested the Foundation organize an event similar to Modesto's X-Fest (which is well attended). Geoffrey suggested more events aimed more to the college-age crowd.

___ Steve Collins suggested the Foundation seek more Board Members in the 30-40 age range. Steve also suggested adding some non-native board members (to get some fresh ideas). Steve mentioned the Kiwanis Annual Car Show and suggested the Alumni Association get involved. Steve added that we have the Summer Sonata which is a higher-end event and that maybe we needed something more inexpensive (such as a flea market or booths at fairs).

___ Jim West suggested lunch with the MJC President (at Del Rio Country Club) and Modesto Nuts - College Night.

Another Thrift Store on McHenry (George Boodrookas)

Citywide Garage Sale for Modesto Junior College (Based on City College of San Francisco) (Angie Vizcarra)

MJC Casino Night (Donna Yarnal)

Symphony of Trees (Based on St. Alphonsus Regional Medical Center/Boise, ID/Tabled in 2009/Revisit in 2010) (Gene Hill)

An Evening With Jeremy Renner (Wes Page/Gene Hill)

Gene Hill has emailed Lee Renner, Jeremy's father.

Commencement Advertisements (Sonja Palmer)

"The idea is to have graduating students purchase a 'personal ad' on the MJC website that would allow graduates to express their gratitude to friends, family, faculty, and staff who supported them during their education pursuits at MJC. I'm thinking they could purchase space for different prices based on the number of words/characters per space and maybe the option to place one or more photos with the ad. I don't think it would cost us anything besides administrative time inputting the ads on the website. MJC would, of course, have the right to refuse any ad or photo containing inappropriate content. My favorite part of the commencement speeches is when students thank their family. I just thought it would be great if EVERY student had an opportunity to publicly express their gratitude. By attaching a small fee, it could raise funds for the Foundation as well."

Night Time Golf Tournament (Based on Turlock Crime Stoppers) (Gary Watts)

A Blooming Affaire (Based on Chabot College Foundation Spring Fundraiser) (Sandy DeWalt)

Performance-Based Fundraiser: Concert, Comedy Act, Film Premier or "An Evening With..." (Gary Watts)

Perhaps if any of us have access to well-known professional performers or celebs (musicians, actors, comedians, authors, etc.), who would be willing to appear for us???)