**1/8/25 RD Meeting Minutes**

**End-of-Year Campaign Results (Tessa)**

* Budget goal: $150k, currently at $211k
* Attribute the success of this campaign to many things: stewardship, handwritten notes, materials, marketing/ communication follow-ups, visibility, Winter Fun Festival Event, stock market
* Send final spreadsheet of End-of-Year gifts / Capital Campaign to Karen, Scott, Marji.
* Tessa will send 2024 report with all donors, broken out by category, with contact info for each donor, as well.

**Business Sponsorship Campaign (Marji)**

2024 - Unpaid sponsorships – only one outstanding sponsorship.

Elevation Beer Co still needs to pay

2025 – New solicitation materials will be available by next month.

2024 impact report is available now.

* *Send Karen link to spreadsheet for sponsors and BVCC*

**Media Outreach (Marji)**

* Kyle Clark – 9 News

When we get to public phase of the capital campaign, this will be a good idea to pursue.

* Andrea Chalfin – KRCC Managing Editor

Brian will work on publicizing our work with intergenerational groups with Andrea.

**Capital Campaign (Scott)**

* $148k has been billed against CCCF challenge match
* New $25k from Collegiate Peaks Bank came through
* Schedule a BVCC meeting for next week

**Grant Update (Brian)**

* $800 from Salida Sunrise Rotary
* Coors Foundation coming for a visit in two weeks (we have a $20k ask out)

**Other Business**

2025 Gala date is 9/3/25. Theme. (Marji)

* It’s our 20th anniversary
* Throwback Thursday posts throughout the year
* Gala theme – maybe tie 20th anniversary to a 1920s theme
* Santa Fe Club has cool Youth of the Year posters 🡪 we can replicate