**2/19/25 RD Meeting Minutes**

**Marketing Initiatives (Tessa)**

* 20th Year Celebration
	+ Tessa and Brian have created a special logo to be used throughout the year to emphasize our 20th anniversary.
	+ Tessa will start to share photos and memories from the Club’s past on social media and through other media sources.
* Website Update
	+ Deleted page on website for news articles; analytics showed that it is minimally visited, and it requires a lot of upkeep. If a great story about the Clubs appears, Tessa can link it to one of the three rotating “stories” on the home page.
	+ Tessa has been working to freshen up the website, make necessary edits, and update the board corner. Posting more info on programming.
	+ Realized when working on board section that November RD minutes were never distributed or posted. Marji will send them out and Tessa will post.
* Social Media
	+ Working with programming team to make social media more effective in sharing Club news and updates.
* Newsletter
	+ Winter newsletter was sent out.

**Business Sponsorship Campaign (Marji, Tessa)**

2024 - Unpaid sponsorships. Brian following up with one outstanding sponsor payment.

2025 – New sponsorship materials

* Tessa is finishing up the new sponsorship materials, they will be available soon!
* Karen suggested adding an arrow at bottom of sponsorship letter indicating sponsorship form is on reverse side. She also suggested using an introductory quote by a Club alum to tie in with our 20th anniversary. And using yellow type to make captions below each photo on the letter stand out. Add 20th anniversary logo to sponsor form. (Tessa)
* New sponsor signs will be made for each sponsor and delivered (but no new frames unless they are a new sponsor).

**DEI & Fundraising (Brian, Tessa)**

* Website updated to remove specific DEI words because of restrictions set by White House around federal funding.

**Great Futures Gala at Mt. Princeton on 9/3/25 (Tessa, Marji)**

* “Puttin’ on the Ritz” theme (tied to 1920s and 20th anniversary)
* Décor
	+ Décor will follow the 1920s theme; centerpieces will feature feathers and “ritzy” looking things. Less expensive than floral centerpieces.
* Entertainment
	+ Brian will work with Tina to research some potential musical acts (on theme).
* Live Auction items
	+ UpRiver Fly Fishing trip. Karen will follow up.
	+ Karen will reach out to possible donor about home in Breckenridge.
	+ Surf Hotel package – will ask later.
	+ Reach out to Creekside Chalets to follow up. They told Karen last year they would put together an item (stay package) for the 2025 live auction.
	+ Brian needs to confirm Gala date with auctioneer Jim Wilson.
* Club Heroes
	+ Eric & Michelle Moltz
	+ Marji will present the suggestion to the Board.

**Grant Update and the Fiscal “Cliff” (Brian)**

* Potential shortfall of $200-$300k next year from Alliance due to federal budget cuts.
* No renewal possibly from BGCA anonymous grant.
* Looking into ways to fill the gap. If unable to make up shortfall with other funding sources, we may need to tap into our $550K endowment funds.

**Capital Campaign (Scott)**

* We have billed $227,250 against the $1M CCCF challenge match.

**Other Business**

* Good news is we likely have an AmeriCorps member in Buena Vista.
* Tessa to send info to Karen @ housing AmeriCorps member in B.V.