

Consent Agenda

(draft)

November 9, 2021

8:30-10:00 AM

Attendees: Ben Hammel, Roger Jarrett, Bela Gorman, Maura Webster, Dawn Capello, Ellen Linzey, and Mark Vital

DISCUSSION POINTS

- I. Capital Campaign Committee Update (E. Linzey)
 - a. The committee meets every other week.
 - b. The committee is trying to expand/recruit new members.
 - c. All marketing materials (webpage, brochures, letters, etc.) are in development and should be completed by next meeting.
 - d. A public relations schedule of events is in development.
 - e. A “wealth review” is being conducted.
 - f. Committee members are looking at local opportunities (corporations).
 - g. Expanding social media opportunities to include LinkedIn.
 - h. Seeking guidance from auditors on how donations should be processed.
- II. Annual Campaign
 - a. A letter is being developed by Maura. The letter will include what we purchased last year with the donations.
 - b. This year goal is \$20,000 and 100% board participation.

ACTION ITEMS

- I. Do any of the board members know someone who would agree to be on the Capital Campaign Committee? All questions or names of nominees should be forwarded to Ellen.
- II. Does your company (or one you do business with) have a matching gift program, or a social responsibility program that you can make a donation to? Is AMSA listed as a possible non-profit recipient? If you need help in securing this arrangement, please contact Mark Vital.

NEXT MEETING – December 14th 8:30-10:00 AM