



**Resource Development Committee Meeting**  
**Wednesday, March 6, 2019 3:30 – 5:00 PM**  
**CFMC Monterey Conference Room, 2354 Garden Road, Monterey, CA 93940**

**Meeting Minutes**

**Attendees:** Michael Reid, Birt Johnson, Betsey Pearson, Abby Taylor-Silva, Maija West, Hansen Reed, Dan Baldwin, Christine Dawson, Minnie Elliott, Mackenzie Little, Brian Thayer, Amanda Holder

**Absent:** Erica Padilla Chavez

**1. Welcome**

**2. Review of 2019 Philanthropic Services/ Resource Development Goals**

-2019 Goals Discussion

-Challenges & Opportunities for CFMC Resource Development

- Communicating Impact
- Donor Engagement
- System Improvements
- Staff Development
- Professional Advisor Luncheon
- CGA Toolkit
- Engage a more diverse philanthropic donor base
  
- **Discussion:** addressing misconceptions about the CFMC in the community and looking collectively. We will continue this topic at future meetings.  
-Action Item: will send "7 Myths of the CFMC" slide to the committee.

**3. Hot Topic: Cannabis, where do we stand?**

-LCCF: Cannabis Query Results

- Are there legal implications of supporting/not supporting donations from Cannabis Companies? What is the law?
- No one in the legal field really knows how it works. This law was quickly put into place with very little process/planning time...which usually takes up to 10 years to establish.
- The CFMC needs consider drafting a policy of taking donations from these groups.

**4. Events and Programs**

- Development Activities Report - Christine
- Events:
  - Legacy Luncheon: February 5, 2019 – Well attended. 175 attendees.
  - PA Council Luncheon - Event with Erik Dryburgh to be held at Corral de Tierra on June 4<sup>th</sup> in collaboration with the Montage Foundation.

-MC Gives! Check Celebration – Great opportunity for nonprofits to gather and network. Distributed more than \$5.4M in grant checks.

-WF Luncheon hopes to reach \$2M endowment goal.

- Communications Report: Amanda reviewed updated planned giving website, recent articles and new ads.

## 5. Initiatives

- Affiliate Funds:
  - Highly mission driven
  - Need CFMC board liaisons to serve on each affiliate advisory board to stay effective
- Latino Philanthropy
  - Added new advisory board members
  - Meeting with the Latino Community Foundation in April
- Scholarships
  - Scholarship season in place. Record number of students applying for scholarships this year.

## 6. Adjourn

<b>STRATEGIC PLAN GOAL #2</b>
<b><i>Philanthropic Leadership – Inspire and facilitate philanthropy throughout Monterey County</i></b>
1. Educate the public about philanthropy.
2. Grow CFMC's philanthropic assets.
3. Continue to enhance fund holder philanthropy.
4. Seek and align with funding partners to realize greater community impacts.
5. Engage a more diverse philanthropic donor base.