

Illinois Valley Public Telecommunications Corporation
Development Committee and Events / Community Engagement Committee - Joint Meeting
Thursday, August 8, 2024 – 8:00 am WTVP Offices
Agenda

1. Call to Order
 2. Major Donor Engagement
 3. Klystron Society
 4. 40 Leaders Under Forty Event
 5. Adjourn
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MEETING MINUTES

August 8, 2024

President and CEO Jenn Gordon called the meeting to order at 8:05 am. A quorum was present.

- In-person: Dawn Dinh, Martin Johnson, Win Stoller, and Chet Tomczyk
- Via Webex: Andy Chou, Daysha Warr and John Wieland.
- Absent: Kevin Hicks (due to surgery)
- Staff present: Jenn Gorgon and Mark Lasswell.

Meeting Summary:

The meeting discussed strategies for donor engagement, recruitment, event planning, and community involvement while addressing concerns about confidentiality.

- The current Klystron Society members list lacks a column for 10,000 plus donors.
- The meeting discussed potential individuals to target for WTVP and the approach to making communications happen.
- Confidentiality of the list was emphasized, and it was suggested to cross-reference personal contacts with the list.
- The idea of creating incentives for donors to move up tiers and exploring partnerships with non-profits was discussed.
- Consider engagement with Klystron Society and recruitment to the society as key priorities.
- Explore hosting smaller, more intimate events in homes to invite new people and share the vision.
- Look into hosting an annual high-strength society event to show appreciation and bring everyone together.
- Identify three major goals for the year: estate planning event, small house events to target new members, and a big Klystron Society event.
- Utilize grandparents as a connecting point to target a specific generation and increase awareness.
- Consider participating in 1st Fridays for community engagement and open station tours.

- Start planning for the 40 Leaders Under Forty event, including selecting a location and date.
- A micro group is being formed to discuss the 40 Leaders event sooner rather than later.

Action Items:

- Send Kevin well wishes for his recovery from surgery
- Pull previous Klystron Society members and corporate council members that may currently not be active but have been in the last five years for re-engaging
- Create a menu of options for \$5000 Klystron Society members to underwrite non-profit spots or events
- Determine potential names from the current Klystron Society members list who may be amenable to hosting smaller group events
- Run the idea of hosting a smaller group event at her house by Elizabeth and Patty and Steve
- Andy to meet with Megan tomorrow to jumpstart coordination for the 40 Leaders project
- Contact Jeremy, an attorney who has experience with estate planning, to explore the possibility of hosting a seminar
- Reach out Bruce for a potential seminar on estate planning and wills
- Speak with Mike Mahoney, who oversees investments, for information on potential experts to bring in for a seminar with the Cypress group
- Everyone is going to go through the lists and cross-reference with their contacts to identify who to reach out to for the parental coffee conversations and small house events.
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- Dawn is willing to host an event at her home.
- Patty and Steve may have a large home suitable for a main marquee event, so further discussion is needed.
- Andy and Megan to meet next week on Wednesday to start scoping through the 40 Leaders project

The meeting was adjourned at 9:40 am.

Minutes submitted by:

Mark Lasswell
WTVP staff