

United Way of Whatcom County  
**Fund Development Committee**  
September 5, 2024 – 1:00 pm  
Virtual via Teams

**Agenda**

1. Welcome
2. Approve previous meeting minutes
3. Continue discussion and updates on progress made on potential upcoming events
4. Other business
  - Upcoming volunteer opportunity
  - Breakfast event October 15<sup>th</sup>

**Attachments:**

- Previous Meeting Minutes

United Way of Whatcom County  
**Fund Development Committee Meeting**  
Whatcom Center for Philanthropy  
August 1, 2024 – 1:00 PM

**DRAFT – Meeting Minutes**

Committee Attendees: Adrienne Czebator, Rebekah Duffy, LaVonne Olsen (Co-Chair),  
Meagan Southworth

Staff/Other Attendees: Patricia Boyce (Co-Chair), Kristi Birkeland (President/CEO),  
Rebecca Ricks, Mike Weinstein

Did Not Attend: John Ayre

1. Welcome and Intros

Patricia Boyce, Committee Co-Chair called the meeting to order at 1:07 PM.

Rebecca Ricks attended the meeting and informed the Committee that Sweet As Waffles will be featuring United Way of Whatcom County (UWWC) for its Waffle Wednesdays Giveback. 15% of all food & drink sales from 5:00 pm to 10:00 pm on August 21<sup>st</sup> will be donated to UWWC.

UWWC staff also noted that United Way will be launching a brand refresh this fall with more details to be shared with the Board around October.

2. Continue discussion and updates on progress made on potential upcoming events  
**Cornhole Tournament – Projected for Spring/Summer 2025**

Meagan Southworth and John Ayre met with Ayre's contact about the cornhole tournament, Eric, who runs Upper Left Cornhole.

- Upper Left Cornhole would organize the everything from registration through day of the event logistics including running the app, building/balancing brackets. Eric also has 8 sets of boards, if needed.
- 5 hours total estimated for the event, recommends Friday or Saturday
- Eric gets a cut @ \$10 per player or \$20 per team. Suggests \$50 to register a team (\$20 for Eric and \$30 for UWWC or \$25 if Sportsplex takes \$5)
- Ayre has approached the Sportsplex who are in for the event if indoor venue is selected; would want a cut of the registration; would offer food and drink at facility
- Another venue option would be Chuckanut Distillery; they have a ballroom as well as roof outdoor roof option. Silver Reef and Ferndale Pavilion were also mentioned as previous tournament locations
- UWWC team would have one hour for set up; Provide names and details of participants ahead of time
- Depending on the venue, the event could also be live streamed on a Facebook page or a screen to thank sponsors.

Revenue opportunities include:

- Registration/enrollment could include an option to donate
- Mulligan tickets
- 50/50 raffle or fundraiser associated with a set of game boards give away/purchase; scoreboard ad space, courts, in addition to the buy in for each participant or team

- Sponsors for banners, tablet advertising (on the tablets that are used to track the brackets?) and the boards themselves (Eric noted that custom wrapped boards are a big revenue source and has a recommendation of who can provide this service)

Suggested sponsorship levels:

- \$1,000 boards
- \$250 for the banner ads
- \$100 for the bracket
- \$1,000 item for a grand prize for the winner

Costs for UWWC to consider:

- Venue rental
- Event/registration fee for Eric
- Other?

Next Steps/Follow Up Questions:

- Follow-up about availability of venues. How many max boards for the event?
- What is the ROI on the # of teams vs costs?
- Confirm how much lead time would be needed for registration, sponsorship asks, custom game materials. Estimate 4-6 weeks for marketing.
- Eric can connect us to the board makers and there is lead time for the manufacturing of the sponsor boards
- Does Upper Left Cornhole facilitate the making of the materials – banners, etc?
- Could UWWC have a copy of the contract for review
- If there is a raffle – does Upper Left Cornhole have a gambling license?

Upcoming Upper Left Cornhole events in Birch Bay & Sedro Wolley if we wanted to observe the experience.

LaVonne Olsen joined the meeting at 1:27 PM.

### **Pint Night at Aslan Depot – Projected for Fall 2024, end of September**

Rebekah Duffy and Ayre are working together on the pint night event.

- Event will take place at the State St. location which has indoor and outdoor seating
- Considering karaoke or dance party (maybe line dancing) with Dolly Parton Imagination Library theme
- Dress up or photo booth
- Aslan has standing events for Tuesday and Saturday nights

Costs for UWWC to consider:

- No cost to attend but could propose a suggested donation with a buck a pint
- Karaoke or photo booth rental
- Instructor to lead line dancing instruction

Next Steps/Follow Up Questions:

- Duffy will follow up with Aslan about blackout dates in September

## **Yacht Club Update – Projected for Fall/Winter 2025**

Olsen has been working with Thomas T. at the Bellingham Yacht Club who is very excited at this idea.

- Exploring pros and cons of a friendly poker game vs. casino night vs. bingo
- There are two areas of the yacht club that are available to “rent” at low cost for members who are sponsoring the nonprofit
- Space size – upstairs 100 – 125 people vs 150 people downstairs and a kitchen downstairs
- Calendar is open, UWWC would propose dates to the yacht club
- Any event will most likely require UWWC to obtain a gambling license:  
<https://wsgc.wa.gov/licensing/apply-your-license/charitable-and-nonprofit-organization-licenses/card-games-charitable-or-nonprofit>

Costs for UWWC to consider:

- Cost to rent yacht club space
- Renting tables/equipment, would need licensed dealers, etc.
- Registration costs for gambling license

Next Steps/Follow Up Questions:

- Olsen will continue to research this opportunity

Other ideas:

- In the past Slo-pitch has held an event that features butter chicken for sale and the restaurant selects a local non-profit as a beneficiary. Committee could reach out to inquire if the event is still happening.
- Be on the lookout for opportunities where UWWC could be considered as the beneficiary of an event vs putting on an event
- Neko cat café – pints and purrs

### 3. Approve Previous Meeting Minutes

Boyce asked all present to review the minutes from the June 6, 2024 meeting.

**MSA: Southworth/Czebator: Approve June 2024 minutes as presented. Motion passed.**

### 4. Other Business

During the June 2024 meeting, the Committee acknowledged the value of a standard set of criteria when considering new ideas. No changes were made to the decision matrix included in the meeting packet.

The next Committee will in-person on September 5, 2024 via Microsoft Teams.

No other business was presented for discussion.

The meeting was adjourned at 2:28 PM.