



## SPECIAL BOARD MEETING

October 3, 2023 / 12:00 PM - 1:00 PM  
Minutes

- I. CALL TO ORDER
  - A. M. White called the meeting to order at 12:00 PM
- II. ROLL CALL
  - A. **Board Present:** M. White — President, J. Walsh, S. Greene (remote), J. Ritchie, R. Guidi
  - B. **Staff Present:** J. Peri — Chief; C. Crosby — Administrative Specialist
- III. ADOPTION OF AGENDA
  - A. Agenda
- IV. PUBLIC EXPRESSION
- V. NEW BUSINESS
  - A. The FAC recommended in the September Regular Board Meeting that the District move forward with [Building Blox Consulting](#) for Firehouse Fundraising.
    1. Building Blox has experience working with deep pocket donors.
    2. Nate Levine, BB principal, knows our situation and wants our project to succeed. He was willing to work with us to make the pricing work. Enthusiastic. Creative.
    3. Building Blox Proposal Breakdown
      - a) 4 months for the feasibility portion with a cost of \$52,000
        - (1) Develop a Case for giving, Messaging survey, and messaging toolkit: \$21,500
        - (2) Donor ID, Rating, and Prioritization: \$19,000
        - (3) Leadership Readiness and Ambassador Training: \$10,000
        - (4) Campaign staffing and Fundraising systems: \$1,500
    4. Additional Costs: Once the campaign begins, BB will not provide the actual campaign management but will help us find an individual to fill the campaign manager gap. This person would go through training with the rest of us and follow through. Approx 15 hours/month = \$9K/month
      - a) As a point of reference, the proposal from the other Fundraising Consultant we considered (CS) had a price point of \$40K/month for campaign management
      - b) Timing for this person has not been determined. Might be some overlap with the feasibility and training process.
      - c) Might be able to find a local to perform the function of campaign management.
  - B. In the September Regular Board Meeting, the FAC received approval to spend \$15K to get the fundraising process started by Building Blox. The FAC now recommends that the Board approve the full proposal from Building Blox, using a “not to exceed” amount of \$52K.

1. Progress on the Fundraising development process will be reported by the FAC at monthly Board meetings
2. When/If the determination is made to hire a Campaign Manager, the Board will be provided with information about this individual and Board approval will be requested for their term of employment
  - a) Moved to approve by M. White. Seconded by J. Walsh. All in favor

VI. MEETING ADJOURNMENT

- A. J. Walsh moved to adjourn at 12:32 PM. Seconded by S. Greene.

\*Action item

Agenda is posted at the Stinson Beach Market, Stinson Beach Post Office, Station #1, [stinsonbeachfire.org](http://stinsonbeachfire.org) and sent to the editor at the Point Reyes Light.

\*Action item