



ROOSEVELT FOR GENERATIONS CAPITAL CAMPAIGN

CAMPAIGN CABINET MEETING

January 4, 2021 // via Zoom

In attendance // David Adelman, Suzanne Reynolds Arnold, Diane Caldbeck, Adam Claypool, Mollie Cooney, Cheryl Dahlquist, Jackson Dahlquist, Rose Green, Jane Hemminger, Kaye Lozier, Kate Mead, Bill Newland, Jackie Norris, Mary O'Brien, Janie Wine
Consultants // Connie Isaacson & Nikki Syverson

MEETING NOTES

Chair Jackie Norris welcome the group and asked for Roosevelt connection stories. Jackie, Diane and Kate all shared a recent Roosevelt connection.

THE CAMPAIGN TO-DATE

Jackie Norris shared that approximately \$2.95 million has been raised to-date which is 92% of the \$3.2 million goal. The breakdown is as follows:

- \$1,226,319 – Unrestricted
- \$1,404,069 – Track & Field
- \$291,083 – Library
- \$26,000 - Other

The \$2.2 million threshold for moving forward with the track and field in the spring has been surpassed. Jackie also shared that there was success in the leadership and major gifts phase of the campaign, as the cabinet has passed \$2.9 million in dollars raised. Many gifts were secured in the month of December, thanks to the strong efforts of the cabinet.

Nikki Syverson walked through the gift range chart. Focus will now shift to the lower levels of the gift range chart. Isaacson-Syverson Consulting will prepare a grant proposal to be submitted to Prairie Meadows by February 28. The ask will made for \$100,000 to the track and field, with another grant application made next calendar year for the library. As the Prairie Meadows grant presentations approach, cabinet members may be asked to make calls of support to Prairie Meadows board members.

FOUNDATION & PROJECT UPDATE

Rose Green shared that the City of Des Moines approved the permit for the track and field. The Foundation continues to work closely with RDG to ensure costs and timelines are as forecasted. Adam Claypool has been leading the bridge loan process with Banker Trust. Adam mentioned

that Bankers Trust has been especially helpful throughout the loan process. As of now, everything is moving forward for a groundbreaking in the spring and completion for start of the 2022 school year.

Rose also updated the cabinet that the library renovations will begin next spring with completion forecasted for August 2023. The new Innovation & Learning Center aligns with new literacy goals for TRHS and will serve as a hub for specific academic goals. The Foundation will reapply to both Polk County and Prairie Meadows for additional funds for the library. It was also mentioned that it would be good donor stewardship to update lead library donors on the timeline and plans.

SPECIAL GIFTS

Nikki Syverson shared that while we are moving into the special gifts and public phases of the campaign, we still need to wrap up current calls. Cabinet members shared their updates with the group:

- Diane Caldbeck: will revisit her list and follow-up calls
- Janie Wine: has contacted the Malms but hasn't heard back
- Mollie Cooney: Ward Klein's gift just came in and Rasmussens are pending
- Bill Newland: Art & Sue Wittmack declined a gift; Albertsons recently committed; Ed Loeb is pending
- Mary O'Brien: will work with Cheryl Dahlquist on a Burke-Scott meeting; the Kenworthys are discussing a gift; she will follow-up with Dick Kirsner; Scott Ullem has declined but she will reach back out during the class gift efforts of the public campaign
- David Adelman: Elberts recently gave; he has emailed both Topher Dawe and Jeff Link; he is coordinating with Ted Stroope on Alexis Bednayk
- Jackie Norris: mentioned the very successful party at Suzanne's; is following up with Levys; Hahns are pending; needs new strategy for Wittmack
- Kaye Lozier: will follow-up with Rennebohns and Heilmans
- Brian Gentry: will engage on his prospects this week; he is also brainstorming new list for track legends initiative
- Adam Claypool: Rooney gift is pending as is Krambecks; he will coordinate with Diane on Bill Weidmaier
- Suzanne Reynolds Arnold: reiterated energy and enthusiasm at her party in December and will continue following up on her list
- Jane Hemminger: has reached out to everyone on her list; Jim Jones and Vic Rabinowitz are pending
- Rose Green: will follow-up on her asks over the next couple of weeks

PUBLIC CAMPAIGN

Brian Gentry shared that a small group is still trying to determine an approach for a Track Legends initiative. At this point, high-level concepts have been identified and former track stars have been contacted. The objective also included to engage a diverse group of donors who

would not otherwise have supported the efforts. A plan will be shared at the next cabinet meeting.

CABINET ROLE IN 2022

Nikki Syverson shared that there will be changes to the cabinet's role in 2022 with less one-on-one solicitation and more opportunities to be involved in public campaign efforts. We understand the initial commitment was for 2021, but hope everyone has a willingness to continue serving through June 2022, especially as many fun aspects of the campaign are ahead. There will be follow-up later this week regarding the cabinet's role and opportunities for committee involvement.

Next meeting: February 1 at 4:30 pm