

**Westside Development Corporation
Development Committee Meeting Minutes
2300 W. Commerce St., San Antonio, TX 78207
2:00 p.m., Friday, 21 November 2014**

Committee Members Present

Mark Hernandez

Christopher Martinez

Stephen O'Donnell (Chair)

Staff Present

Leonard B. Rodriguez, President

Jasmine Marshall, Program Specialist

Marc E. Rodriguez, Marketing & Resource Development

Lauren Zuniga, Public Ally

Martin Herrera, Special Projects

Mr. O'Donnell convened the meeting at 2:10 p.m.

1. Citizens to be heard.

No citizens present to be heard.

Discussion / Action Items

2. Staff briefing and discussion on the 2015 Westside Honors Gala, including, but not limited to, the Honoree nomination process.

Mr. Marc Rodriguez briefed the committee on the details to date for the 2015 Westside Honors Gala. He discussed a strategy for targeting sponsors by utilizing the list of the prior year's donors.

Mr. Leonard Rodriguez asked for indulgence to discuss agenda item #5, then # 3 at this time.

After discussing agenda items 5 and 3, the committee returned to this item to discuss the Honoree nomination process. A deadline to receive nominations should be in late December. The Committee would then reconvene to consider the nominations and finalize in early January.

3. Staff briefing and discussion on the Look West Breakfast Series.

Mr. Leonard Rodriguez briefed the committee on the Spring Look West Breakfast event. The focus will be on the importance of good credit to gain access to capital. He stated because of the current WDC Credit Counseling program that existing relationships are in place to provide relevant workshops.

There was general consensus amongst the committee members to proceed with the event as presented.

4. Staff briefing and discussion on the "Little Joe Benefit Concert" to occur in December at the Guadalupe Theater.

Mr. Leonard Rodriguez introduced the item as a unique opportunity to partner on a cultural entertainment project with the WDC potentially realizing approximately \$5,000 of the ticket revenue by serving as a fiscal agent.

The committee was supportive of the concept.

5. Discussion and possible action on a Resource Development Strategy for the 2015 fiscal year.

Mr. Leonard Rodriguez expressed to the committee a desire to conduct an annual campaign that would offer annual sponsorship packages that provide exposure at all four WDC events. This was a preferred method versus campaigns for each event. However, opportunities to sponsor an individual event will remain an option.

Mr. Rodriguez asked for Jasmine Marshall and Lauren Zuniga to brief the committee on the 38 church pews donated to the WDC and the strategy to use them in a fundraising effort involving local arts organizations. The committee was supportive of this effort and asked for staff to continue refining the project.

Mr. Martinez made a motion for staff to refine an annual campaign and bring back to the committee for review. Mr. Hernandez provided the second. Motion carried.

Adjourn

Meeting adjourned at 2:55 p.m.