NOTICE OF PUBLIC MEETING

CSN FOUNDATION
Board of Trustees
Marketing & Awareness Committee Meeting

CSN Charleston Campus
6375 West Charleston Blvd.
Bldg. E, Room 327
Las Vegas, NV 89146

Wednesday, March 09, 2016 @ 08:00 a.m.

Board of Trustee Members:
Peter O’Neill, Chair of the Board
Linda A. Ness, Vice Chair of the Board
Edgar Patino, Secretary
Jeffrey Cooper, Treasurer
Kirk Clausen

Marketing & Awareness Committee Members:
K.C. Brekken
Joe Lotito
Seth Maurer
Edgar Patino
Mugunth Vaithylingam
James York

Members of the public may attend the meeting and provide public comment at this location.

IMPORTANT INFORMATION ABOUT THE AGENDA AND PUBLIC MEETING

NOTE: Below is an agenda of all items scheduled to be presented and considered. Notification is hereby provided that items on the agenda may be taken out of order and presented, two or more agenda items may be combined for consideration, and an agenda item may be removed from the agenda or discussion relating to an item on the agenda may be delayed at any time.

Some agenda items are noted as having accompanying reference material. Reference material may be accessed on the electronic version of the agenda by clicking the reference link associated with a
particular item. The agenda and associated reference material may also be accessed on the Internet by visiting the College of Southern Nevada’s Foundation’s webpage at: http://www.csn.edu/foundation

Many public libraries have publicly accessible computer terminals. Copies of the reference material and any additional support materials that are submitted to the CSN Foundation Board of Trustees staff and then distributed to the members of the CSN Foundation Board of Trustees after the mailing of this agenda but before the meeting, will be made available as follows: Copies of any such materials are available at the CSN Foundation office at 6375 W. Charleston Blvd., Las Vegas, Nevada, Building E, Office 312. A copy may be requested by calling Alan Diskin (702) 651-7924; copies of any such materials will also be available at the meeting site.

Reasonable efforts will be made to assist and accommodate physically disabled person attending the meeting. Please call Alan Diskin at the CSN Foundation Office at (702) 651-7924 in advance so that arrangements may be made.

PUBLIC COMMENTS: Public comment will be taken during this agenda item. No action may be taken on a matter raised under this item until the matter is included on an agenda as an item on which action may be taken. Comments will be limited to two minutes per person. Persons making comment will be asked to begin by stating their name for the record and to spell their last name. The Committee Chair may elect to allow additional public comment on a specific agenda item when that agenda item is being considered. In accordance with Attorney General File No. 00-047 (April 27, 2001), as restated in the Attorney General’s Open Meeting law Manual, the Committee Chair may prohibit comment if the content of that comment is a topic that is not relevant to, or within the authority of, the CSN Foundation Board of Trustees, or if the content is willfully disruptive of the meeting by being irrelevant, repetitious, slanderous, offensive, inflammatory, irrational or amounting to personal attacks or interfering with the rights of other speakers.

AGENDA

1. WELCOME, CALL TO ORDER AND ROLL CALL INFORMATION ONLY

2. PUBLIC COMMENT INFORMATION ONLY

3. APPROVAL OF MINUTES FOR POSSIBLE ACTION

Executive Director Diskin will present the minutes of the Foundation’s February 18, 2016 Marketing & Awareness Committee meeting for approval.
4. CSN FOUNDATION COMMUNICATIONS PLAN

Coordinator Howard will lead a discussion with regards to the formulation of a Marketing and Communications plan. Those topics include identifying the key constituents, the proper message for each, donor communication, and recognition of donors. This plan will roll up into the soon to be created organizational strategic plan.

5. CSN FOUNDATION MARKETING MATERIALS

Coordinator Howard will lead a discussion on the types of materials needed as well as the medium of choice for each.

6. MARKETING EXPERTS IDENTIFICATION

Executive Director Diskin will discuss the need and ways to identify prospective marketing experts to join the Marketing & Awareness Committee.

7. WEBSITE UPDATE

Executive Director Diskin will provide an update on the CSN Foundation website including next steps and a timeline.

8. ELECT A COMMITTEE CHAIRMAN

Nomination and vote for chair of the Marketing & Awareness committee will be held.

9. NEW BUSINESS

Items for consideration at the next committee meeting may be suggested. Any discussion of an item under “New Business” is limited to a description and clarification of the subject matter of the item, which may include reasons for the request.

10. PUBLIC COMMENT

(See foregoing notation regarding public comment)
11. ADJOURN

This notice and agenda has been posted at or before 9:00 am on the third working day before the meeting, in accordance with NRS 241.020, at the meeting location and at the following public locations:

- CSN Foundation’s website (http://www.csn.edu/foundation)
- The Nevada Public Notice website pursuant to NRS 232.2175 (http://notice.nv.gov/)
- CSN, Building D, 1st Floor, 6375 W. Charleston Blvd., Las Vegas, NV 89146
- CSN, 3200 E. Cheyenne Ave., North Las Vegas, Nevada
- CSN, 700 College Drive, Henderson, Nevada