



Housing Endowment and Regional Trust Fund Development Committee

Meeting of Thursday, July 14 2011, 2:00 - 3:30 pm

**Location: Silicon Valley Community Foundation Conference Center
1300 South El Camino Real
San Mateo, California**

Agenda

- 1. Approve Minutes from Meeting of 3/10/11**
- 2. Introduce Mark Moulton, new executive director**
- 3. May 2011 Executive Briefing & Luncheon Results**
 - a. 2011 actual results vs. projected vs 2010 results
 - b. Final attendee, sponsor and elected officials list and follow-up
 - c. Ideas for next year: speaker, program, marketing
- 4. Celebrating the successful completion of \$3M Campaign**
- 5. Ideas for new website**
- 6. Fall 2011 activities**
 - a. Tours
 - b. Prospecting
- 7. Strategic Plan**
 - a. Review with Mark
- 8. Committee Business**
 - a. Recruiting new members
 - b. **Next Meeting: September 11, 2011, 2:00-3:30 pm (no meeting in August)**
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- 9. News & Announcements**
- 10. Public Comment**
- 11. Adjourn**