



APPROVED MINUTES
Bloomfield Gifting/Naming Committee
Monday, May 18, 2015, 1:00 p.m.
Bloomfield Healthcare and Rehabilitation Center
3151 County Rd CH
Dodgeville, Wisconsin

**Iowa
 County
 Wisconsin**

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Any subject on this agenda may become an action item.

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| 1 | Meeting was called to order by designated Committee Chair Anderson at 1:00 p.m. |
| 2 | Roll Call. Members present: Anderson, Biddick, Nankee, Oellerich. Others: Dr. Jack Jinkins. |
| 3 | Approve the agenda for this May, 18, 2015 meeting. Motion by Nankee to approved the agenda of the May 18, 2015 meeting. Member Biddick seconded the motion. Motion carried. |
| 4 | Report from committee members and an opportunity for members of the audience to address the Committee. Dr. Jinkins distributed excerpts from the book, “Naming Rights –Legacy Gifts & Corporate Money”. A copy of the book will be forthcoming. It is Dr. Jinkin’s perception that donations from a couple of large donors would be a good start. Dr. Jinkins stated he was here to listen. |
| 5 | Discussion on Foundation establishment. Anderson stated it is the charge of the committee to develop a plan for naming opportunities. Anderson personally sees the need for the money to be segregated. There is a need for a foundation with a board of directors and individuals involved. In past years, there was a conversation regarding a foundation. The bias is a self-standing foundation with a carefully identified purpose, bylaws and incorporation (special corporation). Member Biddick shared his experience with charitable foundations. Dr. Jinkins and Anderson gave a brief background of the Campbell funds and the Bloomfield Committee structure. Anderson, Nankee and Dr. Jinkins also shared information on the strategic planning process and a possible referendum next April. Foundations at SW Technical College and UW-Platteville were discussed. Anderson would like to see a foundation established for Bloomfield in 2015 and naming opportunities established. There was an informal consensus that a foundation should be created. Motion by Biddick to create a foundation to support Bloomfield Healthcare and Rehabilitation Center. Motion second by Nankee. Motion carried. Biddick commented that the committee shouldn’t think too small but tap into a bigger system through the internet. |
| 6 | Naming tribute process for facility. Anderson stated the naming tribute will become a gifting committee task. A suggested name of the foundation would be the Bloomfield Foundation with a tag line and marketing. Anderson’s expertise is in helping to develop the friends. Biddick and Anderson may visit the Dubuque Bank and Trust regarding investments. Area lawyers may be contacted to know who sets up foundations. Anderson and Nankee will speak with Matt Allen, Corporation Counsel for his input. |
| 7 | Communication with community including the Iowa County Board. Anderson and Nankee concurred that they feel the County Board Chairman is in favor of a foundation. As plans evolve the county board will be updated on the Bloomfield Foundation. |
| 8 | Next meeting date. The next meeting date will be Thursday, June 11 at 1 p.m. |
| 9 | Adjournment @ 2:18 p.m. |

