



Foundation Stepping Up for COD Committee Meeting Minutes for Tuesday, October 5, 2021

2:00PM

Meeting Recording:

https://cccconfer.zoom.us/rec/share/zy2Euv7fphXd-I4rdvYRnyiq9zSRTKZkOoge_e32NX1-ACPZikfoH2WJ9GKiPBTU.DCEfhXjBY9cEDhtV?startTime=1633467302000

Meeting Participants

Voting Committee Members Present:

Barbara Foster Monachino (Co-Chair), Jane Saltonstall (Co-Chair), Carol Fragen, Joanne Mintz, Marge Dodge and Peggy Jacobs, Tom Minder, Rob Moon, Diane Rubin, Leslie Usow

Voting Committee Members Absent:

Guests:

Catherine Abbott, Kirstien Renna, Matt Durkan, Theresa Maggio

Recorder

Juli Maxwell

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 2:01 PM.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of October 5, 2021 Agenda: Pursuant to Government Code Section 54954.2(b)(2), the Committee may take action on items of business not appearing on the posted agenda, upon a determination by a two-thirds vote of the members of the legislative body present at the meeting, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted as specified in subdivision (a).

2.2 Confirmation of Agenda: Approval of Agenda for the Regular Stepping OUT for COD Committee Meeting of October 5, 2021 with any addition, correction or deletions.

2.3 Barbara asked to move 5.3.1 to the beginning of the agenda.

Jane Saltonstall moved to approve the agenda. Barbara Foster Monachino seconded.

Motion carried.

2.2 Follow-up Items	2.2 Task of	2.2 Due by
None	None	None

3. Minutes

3.1 Approval of regular Foundation Stepping OUT for COD Committee Meeting Minutes – September 9, 2021.

Joanne Mintz moved to approve, and Carol Fragen seconded. The minutes were approved.

3.1 Follow-up Items	3.1 Task of	3.1 Due by
None	None	None

4. Comments from the Public

4.1 Comments From The Public: In accordance with Assembly Bill 361 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed. Questions will be accepted by email to codfoundation@collegeofthedesert.edu and read into the record during public comment. Persons who wish to speak to the Board on any item not already on the agenda may do so at this time. There is a time limit of three (3) minutes per person and fifteen (15) minutes per topic, unless further time is granted by the Board. This time limit will be doubled for members of the public utilizing a translator to ensure the non-English speaker receives the same opportunity to directly address the Board, unless simultaneous translation equipment is used. Requests should be directed to the Foundation as soon in advance of the Board meeting as possible.

There were no comments from the public received.

5. Discussion and Action Items

5.1 Ad Hoc Committee Reports

5.1.1 Entertainment – Tom Minder

Tom Minder updated the committee regarding the meeting that him and Catherine Abbott had with the McCallum Theatre. The McCallum will take care of arranging for the food and hotels that the entertainer requested. Foundation Committee would be responsible for the video. McCallum asked if a teleprompter would be needed, at the cost of \$1,000.00. McCallum would also need to know if banners are needed to promote the event, as have been done in the past. The MOU has a clause to get out of the contract because of COVID. Ticket's to the event will not go on sale until after One-Night-Only. Committee to determine what the tickets will say and what the prices will be. McCallum takes \$3.00 from each ticket sale. McCallum will take care of the backline, instruments, risers, microphones. All rider items will be taken care of by the McCallum including the green room and dressing room. Step and Repeat background will also be handled by the McCallum. McCallum does not need anything from the Foundation except maybe hotel suggestions if there is a discount available. Entertainment will do a "meet and greet" in Founders Room, with only high-end donors due to COVID restrictions, and will also do a student master class for \$1000k. Travel from hotel to venue, who will take care of this. Tom Minder to ask McCallum. Tom to ask McCallum if the entertainment arranges their own flights. Matthew Durkan to talk to Agua Caliente, asking for an in-kind gift of rooms for the event. Regarding the box seats/suite deal at the McCallum, if the seats are utilized, there is the ability to provide a butler with canapes and drinks for those seats, which may bring in more money as currently in the theatre, no masks can be removed even to drink water.

5.1.1 Follow-up Items

5.1.1 Task of

5.1.1 Due by

5.1.1 Follow-up Items	5.1.1 Task of	5.1.1 Due by
Ask McCallum who is responsible for the entertainer's travel to and from hotel.	Tom Minder	November 2, 2021
Ask McCallum if entertainer arranges their own flights or do we?	Tom Minder	November 2, 2021
Call Agua Caliente for in-kind donation of rooms for the event.	Matthew Durkan	November 2, 2021

5.1.2 Sponsorships – Diane Rubin

Diane Rubin shared that the ad-hoc committee met and discussed sponsorship benefit forms. (Diane Rubin did not have a stable connection so Peggy Jacobs continued with the update.) Peggy Jacobs shared that

the ad-hoc committee was not satisfied with the new pricing scale of the benefits and suggested prices need to stay where they were two years prior. Committee discussed the pricing, including having champagne for box seats/suite deal, and have the pre-event benefit for bronze and crystal levels, to be compatible with other desert events. Ad-hoc committee felt that Reconnection with the donor community and offering them a nice evening to meet the new College President, hear about COD and students and connect with other donors, was very important.

5.1.3 Pre/Post Events – Joanne Mintz

The committee met, and discussed the pros and cons considering the unique aspect of this year and COVID. The unanimous recommendation of the committee was to NOT have the pre-party due to the restrictions with COVID and instead deliver gift baskets to the sponsors. Possibly move event up to 7pm to have more time for the green room. Committee discussed at length, the pros and cons of having the pre-event. Discussion included earlier start time for the entertainment, earlier cocktail party in the Founders room, scaled down pre-event in the Founders Room holding a pre-party one month before., combining pre-event with Road Runner Cabaret that takes place on February 10, having a meet-and-greet after the entertainment for a few special people. Tom Minder to reach out to entertainer regarding starting one hour earlier. Barbara Foster Monachino to share details of Road Runner Cabaret with the Pre/Post event committee.

Barbara Foster Monachino made a motion to have Pre-event prior to event date, with a 7:00pm start time for the entertainment and a very small post-event in the Founders room. Diane Rubin seconded.

Motion carried.

5.1.4 Budget – Tom Minder and Barbara Foster Monachino

Nothing to add to the budget currently.

5.1 Follow-up Items

5.1 Task of

5.1 Due by

5.1 Follow-up Items	5.1 Task of	5.1 Due by
Reach out to entertainer to see about a 7pm start time.	Tom Minder	ASAP
Discuss with ad-hoc committee, details combining pre-event with Road Runner Cabaret	Barbara Foster Monachino	ASAP

5.2 Event preparation and Deadlines Calendar

Nothing to share

5.2 Follow-up Items

5.2 Task of

5.2 Due by

5.2 Follow-up Items	5.2 Task of	5.2 Due by

5.3 Marketing and Development of Collateral and Promotional Materials – Matthew Durkan – Theresa Maggio

5.3.1 **Advertising Campaign Proposal** – Theresa Maggio shared the event sponsorship materials and the save-the-date postcards with the committee. Theresa shared that the materials are not final and still need to be proofed for accuracy. This is a first look, and any edits to the sponsorship levels will still need to be reviewed and changes made. Catherine Abbott invited the committee to be a part of the reviewers to check for errors. Committee would like to replace the nursing photo with another, and Cathy to get more images to Theresa Maggio. Theresa would like to send an email blast out to COD database. This email will be interactive and allow sponsors to sign-up online. Committee discussed the video that will be shown prior to the entertainment. Committee will discuss needs for the video and Matthew Durkan will relay this information to Theresa. It was suggested that the video should include the Student Emergency Fund and an explanation as to why the students are entitled to the money. Committee to think about other things to be included in the video. Theresa suggested filming start at the beginning of December, then if other filming needs occur, mid to late January would be best.

5.3.2 **Opening Event Video** – Committee will discuss, and Matthew Durkan will relay the committee’s desires to Theresa Maggio to begin work on the video.

5.3 Follow-up Items

5.3 Task of

5.3 Due by

5.3 Follow-up Items	5.3 Task of	5.3 Due by
Committee begin thinking about what should be included in the video.	Committee	November 2, 2021

5.4 McCallum Theatre Liaison and Update on MOU – Catherine Abbott

5.4.1 Ticket Pricing – Check into Lucy Arnaz pricing

5.4.2 Tickets “on sale” date – previously discussed to start after the “One Night Only” event.

5.4 Follow-up Items

5.4 Task of

5.4 Due by

Check into pricing for Lucy Arnaz event.	Catherine Abbott	November 2, 2021
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5.5 Honoring an Individual at the Gala – Jane Saltonstall

Jane Saltonstall suggested the committee think about honoring someone at the event. Suggestions included– Diane Gershowitz, Bill Chunowitz, Edie McCarthy. Committee discussed this possibility and possibly honoring MacKensie Scott. A President’s Award was also discussed to tie into the new college President.

6. Future Agenda Items

- Road Runner Cabaret – combining with Stepping Out Pre-party.
- Post-event follow-up and inserting donation envelope in program with PEN.

7. Adjournment

The Committee Chair adjourned the meeting at 3:39 PM.

Next Meetings: Tuesday, November 2, 2021, at 2:00 pm