



Foundation Stepping Out for COD Committee Meeting

Minutes for Tuesday, February 1, 2022

**Cravens Center
Multi-Purpose Room
43500 Monterey Road
Palm Desert, CA
2:00PM**

[Meeting Recording](#)

Meeting Participants

Voting Committee Members Present:

Barbara Foster Monachino (Co-Chair), Jane Saltonstall (Co-Chair), Joanne Mintz, Marge Dodge, Diane Rubin, Rob Moon, Peggy Jacobs, Marlene O'Sullivan

Voting Committee Members Absent:

Tom Minder, Carol Fragen, Leslie Usow

Guests:

Catherine Abbott, Matthew Durkan

Recorder

Juli Maxwell

1. Call to Order/Roll Call

The meeting was called to order at 1:01PM.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of February 1, 2022 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 Up for COD Committee Meeting of February 1, 2022 with any addition, correction or deletions.

Barbara Foster Monachino moved to approve the agenda. Joanne Mintz seconded. Motion carried.

3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – January 14, 2022.

Rob Moon moved to approve, and Dianne Rubin seconded. The minutes were approved.

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 Sponsorship Report – Matthew Durkan

5.1.1 Update on Contacting Potential Sponsors

Matthew Durkan shared with the committee the newest sponsors that have contributed since the last update. J. McLaughlin will be a Crystal Sponsor. Committee was asked to follow up with the people that they originally contacted. Matthew shared that Harold Matzner has sponsored for \$10,000. Matthew to deliver a hard copy of the budget to Peggy Jacobs. Ad-Hoc committee for sponsorships will be meeting next week to follow up further on the businesses that received a packet but have not responded. Committee asked for clarification on the Jim Greene donation. Jim will be a \$50,000

sponsor, not \$100,000 as previously stated. Catherine sent Jim sponsorship levels, and if he wanted to be counted as a visionary sponsor he would be recognized for all events and AA and PC, and she has not heard back. Committee discussed doing restaurant gift cards in lieu of champagne and desert, for those people that have bought a Suite deal. This will be potentially done with a sponsoring business. Matthew to ask Spencers Restaurant and eight4Nine for gift certificates either for a discount or in-kind donation. Amount of these certificates will be determined once Matthew checks with Kirstien on the incidental value.

5.2 Business Sponsor Update – Rob Moon

Matthew shared with the committee the list of business sponsors that have donated so far. Committee discussed potential business sponsors and encouraged everyone to contact businesses that they have relationships with.

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
Check with Kirstien on the incidental value of Gift Certificates.	Matthew Durkan	ASAP
Deliver hard copy of budget to Peggy Jacobs	Matthew Durkan	ASAP

5.2 Ticket Sales Update – Matthew Durkan

Committee discussed ticket sales and brainstormed ways to get ticket sales up. Ticket sales are currently at \$10,038.

KESQ ads will be run for advertising. Committee discussed placing ads in the Desert Sun online and in the actual paper, as well as Palm Springs Life. Matthew to follow up with Susan Stein (Palm Springs Life) on writing an article on the event. Marge to write an article for the Giving Section in the Desert Sun. Offer Desert Sun an in-kind sponsorship in exchange for ad spots was discussed. Committee discussed giving tickets to Legacy Leaders and payroll donors and others. This topic will go to an ad hoc committee for further discussion during the first week of March.

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
Contact Susan Stein at Palm Springs Life regarding writing an article.	Matthew Durkan	ASAP
Contact Desert Sun for in-kind, digital advertising	Matthew Durkan	ASAP

5.2 Follow-up Items**5.2 Task of****5.2 Due by**

Writing article for Giving section of Desert Sun	Marge Dodge	ASAP
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5.3 Budget Overview – Kirstien Renna

Current revenue for the event is \$356,258. Kirstien Renna could not be here to discuss. Matthew gave an overview of the line items on the budget.

5.3 Follow-up Items**5.3 Task of****5.3 Due by**

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5.4 Pre-Event – Joanne Mintz and Barbara Foster Monachino

Joanne Mintz shared that the ad hoc committee is moving along according to the timeline, including catering, entertainment, student volunteers. Event will be catered by Eight4Nine. E-Vite for pre-event is going out this week that will include all sponsors. Sponsors will also be listed on the marquee of CV Rep.

Committee discussed guest’s arrival, red carpet and step-and-repeat and a photographer for the event. Mark Glassman was suggested to take the photos. Matthew to contact him for the event. Matthew to check the MOU with the McCallum to see what they are responsible for, in relation to what the committee’s responsibility is.

5.4 Follow-up Items**5.4 Task of****5.4 Due by**

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5.5 Post-Event – Joanne Mintz

Joanne shared that Marge looked into using the former COD library, and has sent her request in to Tony Carrillo and is waiting to hear back. Ad hoc committee will look into this location further once they hear back from COD.

5.5 Follow-up Items**5.5 Task of****5.5 Due by**

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5.6 Entertainment Update – Barbara Foster Monachino & Tom Minder

No update at this point. Master Class is scheduled for April 1 at 11am, on campus.

5.6 Follow-up Items

5.6 Task of

5.6 Due by

5.6 Follow-up Items	5.6 Task of	5.6 Due by

5.7 Event Timeline – Matthew Durkan

Add:

- Deadline for sponsors to give Foundation the names of their guests – 1st week of March.
 - Give McCallum sponsor names to display at the event. – March 15
- Script for event – Matt and Cathy will draft.

5.7 Follow-up Items

5.7 Task of

5.7 Due by

5.7 Follow-up Items	5.7 Task of	5.7 Due by
Draft script for event.	Matthew Durkan and Catherine Abbott	March 15

5.8 COD Video Update – Theresa Maggio

Still in process of editing. Will have updated video at next meeting.

5.8 Follow-up Items

5.8 Task of

5.8 Due by

5.8 Follow-up Items	5.8 Task of	5.8 Due by

6. Future Agenda Items

-Discussion regarding format for next year's event with the Foundation's 40th anniversary next year. Suggestion to contact Live Nation to get a different type of event next year. This to be on a future agenda.

-Ticket sales.

7. Adjournment

The meeting was adjourned at 3:22 pm.

Next Meetings: Tuesday, March 1, 2022, at 2:00 pm