



Foundation Stepping Out for COD Committee Meeting

Minutes for Tuesday, April 5, 2022

COD Foundation Conference Room & Zoom

43500 Monterey Road

Palm Desert, CA

2:00PM

Or

Via Zoom

[Meeting Recording](#)

Meeting Participants

Voting Committee Members Present:

Barbara Foster Monachino (Co-Chair), Jane Saltonstall (Co-Chair), Joanne Mintz, Marge Dodge, Rob Moon, Marlene O'Sullivan, Carol Fragen, Tom Minder, Leslie Usow

Voting Committee Members Absent:

Peggy Jacobs, Diane Rubin

Guests:

Catherine Abbott, Kirstien Renna, Matthew Durkan, Chris Anderson

Recorder

Juli Maxwell

1. Call to Order/Roll Call

The meeting was called to order at 2:00 pm.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of April 5, 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 April 5, 2022 with any addition, correction or deletions.

Jane Saltonstall moved to approve the agenda. Carol Fragen seconded.

Motion carried.

3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – March 22, 2022.

Carol Fragen moved to approve the minutes as presented, and Leslie Usow 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 Budget Update – Kirstien Renna

Kirstien reviewed the budget with the committee. The budget reflects amounts as of March 31, 2022. The Stepping Out event made its goal with income of \$502,000. Expenses are not all accounted for, as they are still coming in post-event. The committee discussed the lack of business sponsorships compared to last year. In part, this is because business packets were not sent out soon enough due to sponsorship levels not being finalized

until later. Committee discussed this being an off year due to coming out of the pandemic, as well as the political situation surrounding the college. Committee discussed revisiting the sponsor levels for future events, to be more in line with past events. Budget will be undated again and final numbers should be in by June 30, 2022.

5.1 Follow-up Items

5.1 Task of

5.1 Due by

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5.2 Stepping Out Event Post-Mortem

5.2.1 Pre-Event

Committee discussed what went well:

- The talent (using our students)– however, committee felt the performers were below satisfactory.
- The time of 7:00
- Date worked well
- Food was excellent
- Idea was unique
- Valet worked well
- Dr. Garcia speaking
- Cost is remarkably less having it at CV Rep instead of Cuistot
- Suggestion for future pre-event was to possibly have it at the art building on campus.

5.2.2 Main Event

What went well:

- Main event exceeded expectations
- Master Class was a huge success. Eight students participated. Committee discussed offering the class as a benefit for big sponsors. Possibly do the class ahead of the performance and let sponsors attend to observe.
- Programs – having the donation envelope attached inside was a huge success.
- McCallum is free and professional.

Improvements for Next Year:

- Contract – make sure that the talent is not performing anywhere else, prior to or after the event. Insure McCallum includes the event in all of their marketing from beginning to end. Put “photos at after-party” in entertainer contract.
- Revisit sponsorship categories next year. Send business sponsorship packets out first (during summer), and prior to other sponsorship packets.
- Committee needs to work during summer to prepare for the next year’s event.
- Book entertainment in the summer. (Entertainment Committee)
- No search light next year – due to the earlier time of the event, this is no longer necessary.
- Entertainment was chosen early, but committee was not included in that decision. Board and committee should have more input on the entertainment
- More communication with sponsors regarding ticket pick-up.
- Get guest names from sponsors well in advance, by committee telephone calls to each sponsor.
- As sponsors come in, letter should be sent out immediately with all info including ticket distribution, Founders entrance (if applicable) and information for valet.
- Valet at Founders entrance can only handle 40 cars. No Roadrunner sponsors can have this benefit.

5.2.3 Post-Event

Not having the pre-party the same day, helped with attendance to the post-event.

Next Year, limiting the number of people invited would help as capacity is 106.

The fact that there was no Green Room, more people went to the after-party to meet the artist.

Ideas for a different type of event next year (40th Anniversary):

- New committee needs to be involved soon, in the planning for next year, and possibly invite community members to serve on the committee.
- Have event at the college, possibly the gymnasium. To showcase

the college. Have booths outside of the gymnasium.

- Hire an event planner if event is not at the McCallum.
- If event is not in the McCallum and has no entertainer, the cost would be much less.
- Expo – with all COD programs out and participating with informational booths, the whole community is invited in, information boards at each of the booths, displaying a wish list for their department, and attendees can contribute on the spot. Silent auction, and theatre group performs a couple of scenes. This connects the community with the students. To have this during a Street Fair would work well.
- Old fashioned supper club – “Back to the 40s” idea. Off campus or on campus.
- Possibly do a progressive meal. Possibly in a tent.
- Have an auction to name a building.
- Recruit community members to be on the committee.
- Consider using the McCallum if we get the right entertainment.
- Frank Goldstein should talk to the ED of the Foundation before any proposal to the board.
- Jim Greene has asked to be involved in the selection of entertainment for next year’s event.

All of this information and ideas will go to the new Stepping Out committee which will not be in place until after April 27 when there is full board approval. The new committee will be making final decisions.

5.2 Follow-up Items

5.2 Task of

5.2 Due by

6. Future Agenda Items Adjournment

The meeting was adjourned at 1:16 pm.

Next Meetings: Tuesday, May 3, 2022, at 2:00 pm