



Foundation Stepping Out for COD Committee Meeting

Minutes for Thursday, September 8, 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:

Tom Minder (Co-Chair), Bill Chunowitz (Co-Chair) Rob Moon (Co-Chair), Marge Dodge, Diane Rubin, Carol Fragen, Leslie Usow, Jim Greene

Voting Committee Members Absent:

Peggy Cravens

Guests:

Catherine Abbott, Matthew Durkan, Christine Anderson

Recorder

Juli Maxwell

1. Call to Order/Roll Call

The meeting was called to order at 2:31pm.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of September 8, 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 September 8, 2022 with any addition, correction or deletions.

Catherine Abbott asked that item 5.8 be moved to 5.2.4.

Bill Chunowitz moved to approve the agenda as modified. Rob Moon seconded.

Motion carried.

3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – July 26, 2022.

Rob Moon 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 Entertainment Update

Tom Minder shared with the committee that the Nelson Brothers have been secured for the event with the help of Mitch Gershenfeld, who saved the Foundation between \$5,000 and \$10,000. Tom suggested that the Foundation send Mitch bouquet of flowers. Contract came in at \$20,000 all-in. The deposit

is due on February 28, 2023.

5.1 Follow-up Items

5.1 Task of

5.1 Due by

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| Send Mitch Gershenfeld flowers | Juli Maxwell | ASAP |
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5.2 Strategy for Optimizing Sponsors

5.2.1 Sponsorship Letter – Matthew Durkan has a draft of the sponsorship letter. It is basically the same as last year’s letter with relevant updates. Letters will go out as soon as possible and include the event brochure. The brochure will also be handed out at the State of the College event on October 26, 2022. Committee discussed the sponsorship levels and benefits for the event including eliminating the Roadrunner \$1000 level and agreeing that Sponsorship levels will start at \$1500. Committee discussed potential sponsors.

5.2.2 Save the Date Card

Per Matthew Durkan, the Save the Date card will be sent out as soon as the photo of Nelson is obtained.

5.2 Follow-up Items

5.2 Task of

5.2 Due by

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5.3 Pre-Event Reception

5.3.1 Date – Catherine shared that a Friday would be the best day for the event. Dates were discussed and compared to the community calendar. Committee tentatively decided on March 10, 2023 as the date. Event will start at 5:30pm. Catherine will confirm that this date will work. Caterer needs to be locked in as soon as possible.

5.3.2 Location – Members of the committee visited the HILB and recommended the use for the event. Catherine spoke with Dr. Garcia about using the building and will confirm the date once it is decided.

5.3.3 Serving Alcohol at Event – Alcohol will be allowed at the event. Foundation will get a temporary license if we cannot use a caterer’s license. Catherine Abbott will verify what it is that needs to be done to obtain the permit and report back to the committee.

5.3.4 Ad-Hoc Committee for Pre-Event – Committee decided on Leslie Usow, Rob Moon and Carol Fragen on this committee. This committee

will bring back any recommendations to the full committee.

5.3.5 Invitees – Committee shared that approximately 70 people were at last year’s pre-party at CV Rep. This years’ venue can hold more people. Committee discussed Board members each inviting 2 additional people that are interested in getting involved with the college/Foundation. These additional people will not pay to come to the event and will be given 2 complimentary tickets to the main event. Committee also discussed the program for the event, that it should give an opportunity for Board members to speak to these guests during the event to tell them about COD and the Foundation.

5.3 Follow-up Items

5.3 Task of

5.3 Due by

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5.4 Consideration of Honoree(s) for Event – Committee discussed having an honoree at the event that can help raise money. Committee discussed having MacKenzie Scott as the honoree. Catherine will reach out to the MacKenzie Scott Foundation to let them know we would like to honor her, and see if there is a possibility to get a recorded statement from MacKenzie Scott if she cannot attend in person. Committee decided that if Ms. Scott does not agree to be honored, there will be no honoree for this year’s event.

5.4 Follow-up Items

5.4 Task of

5.4 Due by

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5.5 Marketing Budget - \$40,000 has been budgeted for marketing, including everything listed on the budget (attached).

Committee asked that search light and red carpet be removed from the budget. Pre-event budget will need valet included. \$16,500 is budget for the pre-event. Budget items can be moved around to provide more money for anything that is short.

5.5 Follow-up Items

5.5 Task of

5.5 Due by

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5.6 Marketing Plan – Save the date, sponsorship brochure and letter, TV spot with KESQ (in-kind) closer to the event (early March). As an FYI, Catherine Abbott shared that COD’s Marketing will now be “Spread your Wings” instead

of "Create Tomorrow".

5.6 Follow-up Items

5.6 Task of

5.6 Due by

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5.7 Timeline – Items need to be added to the timeline including script and videos. Juli to add items to the timeline for next meeting.

5.7 Follow-up Items

5.7 Task of

5.7 Due by

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| Add items to the timeline | Juli Maxwell | October 6, 2022 |
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5.8 Pre-Event Invitees – MOVED TO 5.3.5

5.8 Follow-up Items

5.8 Task of

5.8 Due by

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5.9 New Committee Members (Jan Harnick and Lucy Arnaz)

Rob moon will ask Jan Harnick to be an honorary committee member meaning committee will just use her name and she will be asked to attend the event. Carol Fragen will ask Luci Arnaz to be an honorary committee member.

5.9 Follow-up Items

5.9 Task of

5.9 Due by

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6. Future Agenda Items

Doing an "Ask" at pre-party. (discuss at ad-hoc meeting)

7. Adjournment

The meeting was adjourned at 3:37 pm.

Next Meetings: Thursday, October 6, 2022, at 2:30 pm at the Foundation Office.

STEPPING OUT FOR COD 2022-23 Budget - For Committee Review and Approval

As of July 1, 2022

| | Board Approved 22/23 Budget | Current FY Actuals Thru XX-XX-XXXX | Remaining Budget | % of Budget vs. Actual @ XX-XX-XXXX | Pending Verbal Commitments | Current FY Actuals plus Verbal Commitments and Other Pending Items Thru XX-XX-XXXX | Remaining Budget after Current FY Actuals, Verbal Commitments and Other Pending Items @ XX-XX-XXXX | % of Budget vs. Actual plus Verbal Commitments and Other Pending Items @ XX-XX-XXXX | PY Pledge Fulfillment - No new revenue/For recognition only | Deferred Revenue for 2024 Stepping Out for COD | Total with Current Year Revenues, Pledge Fulfillments, Deferred Revenue for 2024 & Pending Verbal Commitments |
|--|-----------------------------|------------------------------------|-------------------|-------------------------------------|----------------------------|--|--|---|---|--|---|
| Revenues | | | | | | | | | | | |
| Roadrunner Sponsorships \$1,000+ | 30,000.00 | - | 30,000.00 | 0.0% | - | - | 30,000.00 | 0.0% | - | - | - |
| Crystal Sponsorships \$2,500+ | 62,500.00 | - | 62,500.00 | 0.0% | - | - | 62,500.00 | 0.0% | - | - | - |
| Silver Sponsorships \$5,000+ | 35,000.00 | - | 35,000.00 | 0.0% | - | - | 35,000.00 | 0.0% | - | - | - |
| Emerald Business Sponsor \$5,000+ | 15,000.00 | - | 15,000.00 | 0.0% | - | - | 15,000.00 | 0.0% | - | - | - |
| Suite Deal Sponsorships \$7,500+ | 37,500.00 | - | 37,500.00 | 0.0% | - | - | 37,500.00 | 0.0% | - | - | - |
| Ruby Business Sponsor - \$10,000+ | 20,000.00 | - | 20,000.00 | 0.0% | - | - | 20,000.00 | 0.0% | - | - | - |
| Gold Sponsorships \$12,500+ | 25,000.00 | - | 25,000.00 | 0.0% | - | - | 25,000.00 | 0.0% | - | - | - |
| Platinum Sponsorships \$25,000+ | 125,000.00 | 40,000.00 | 85,000.00 | 32.0% | - | 40,000.00 | 85,000.00 | 32.0% | - | - | 40,000.00 |
| Diamond Sponsorships \$50,000+ | 100,000.00 | - | 100,000.00 | 0.0% | - | - | 100,000.00 | 0.0% | - | - | - |
| Presenting Visionary Sponsorships \$100,000+ | 100,000.00 | - | 100,000.00 | 0.0% | - | - | 100,000.00 | 0.0% | - | - | - |
| Subtotal Budgeted Revenue | 550,000.00 | 40,000.00 | 510,000.00 | 7.3% | - | 40,000.00 | 510,000.00 | 7.3% | - | - | 40,000.00 |
| Donor Advised Fund Gifts | - | - | - | - | - | - | - | - | - | - | - |
| Individual Ticket Sales | - | - | - | - | - | - | - | - | - | - | - |
| Exchange Transactions | - | - | - | - | - | - | - | - | - | - | - |
| McCallum Ticket Sales | - | - | - | - | - | - | - | - | - | - | - |
| McCallum In-kind - Revenue | - | - | - | - | - | - | - | - | - | - | - |
| Program Ads (Non Tax-Deductible) | - | - | - | - | - | - | - | - | - | - | - |
| Total Expense Budget | 550,000.00 | 40,000.00 | 510,000.00 | 7.3% | - | 40,000.00 | 510,000.00 | 7.3% | - | - | 40,000.00 |
| Artist Contract | 15,000.00 | - | 15,000.00 | 0.0% | - | - | 15,000.00 | 0.0% | - | - | - |
| Artist Incidentals per Contract | 10,000.00 | - | 10,000.00 | - | - | - | 10,000.00 | - | - | - | - |
| Talent Acquisition Cost | - | - | - | - | - | - | - | - | - | - | - |
| Entertainment - 1110-70100-190-1 | 25,000.00 | - | 25,000.00 | 0.0% | - | - | 25,000.00 | 0.0% | - | - | - |
| McCallum Theatre Expenses (Based on prior years expenses) | 35,000.00 | - | 35,000.00 | - | - | - | 35,000.00 | - | - | - | - |
| Event Producer | 10,000.00 | - | 10,000.00 | - | - | - | 10,000.00 | - | - | - | - |
| Printing of Collateral Materials (Save the Date Cards, 2500 Sponsorship Packets, RVSP Packets, Programs, and Thank you Cards (post Event) | 12,000.00 | - | 12,000.00 | - | - | - | 12,000.00 | - | - | - | - |
| Postage | 3,000.00 | - | 3,000.00 | - | - | - | 3,000.00 | - | - | - | - |
| Video (Main Event), Script and Show Runner Services | 10,000.00 | - | 10,000.00 | - | - | - | 10,000.00 | - | - | - | - |
| Photographer | 2,000.00 | - | 2,000.00 | - | - | - | 2,000.00 | - | - | - | - |
| Realized Gain/Loss - Gifts of Securities | 2,000.00 | - | 2,000.00 | - | - | - | 2,000.00 | - | - | - | - |
| Red Carpet/Up-lighting | 500.00 | - | 500.00 | - | - | - | 500.00 | - | - | - | - |
| Searchlight Rental | 1,000.00 | - | 1,000.00 | - | - | - | 1,000.00 | - | - | - | - |
| Supplies/Recognition/Other | 75,500.00 | - | 75,500.00 | - | - | - | 75,500.00 | - | - | - | - |
| Marketing - 1110-70100-190-1 / In-kind Expense - 1110-84000-190-1 | 75,500.00 | - | 75,500.00 | 0.0% | - | - | 75,500.00 | 0.0% | - | - | - |
| Marketing - Includes Graphic Design & Advertising Cost | - | - | - | - | - | - | - | - | - | - | - |
| Design/Planning Advertising (Print/TV/etc.) | - | - | - | - | - | - | - | - | - | - | - |
| Actual Advertising Cost (Print Ads/TV/etc.) | - | - | - | - | - | - | - | - | - | - | - |
| HR Advantage COD 2022 Public Relations Campaign | - | - | - | - | - | - | - | - | - | - | - |
| Graphic Design of Save the Date Cards | - | - | - | - | - | - | - | - | - | - | - |
| Graphic Design Sponsorship Packets (2500 Packets) | - | - | - | - | - | - | - | - | - | - | - |
| Graphic Design RVSP Packets to be mailed out two weeks prior to event to obtain guest names and provide sponsors with details of the nights event. | - | - | - | - | - | - | - | - | - | - | - |
| Graphic Design Powerpoint Sponsor Deck | - | - | - | - | - | - | - | - | - | - | - |
| Graphic Design Programs (Pre-Event) | - | - | - | - | - | - | - | - | - | - | - |
| Graphic Design Programs (Main Event) | - | - | - | - | - | - | - | - | - | - | - |
| Graphic Design Post Event (Thank you Cards) | - | - | - | - | - | - | - | - | - | - | - |
| Graphic Design Banners/Flyers, etc. | - | - | - | - | - | - | - | - | - | - | - |
| Marketing - 1110-80405-190-1 / Website/Social Media - 1110-80409-190-1 | 40,000.00 | - | 40,000.00 | 0.0% | - | - | 40,000.00 | 0.0% | - | - | - |
| Catering - 849 | 15,000.00 | - | 15,000.00 | - | - | - | 15,000.00 | - | - | - | - |
| Décor/Other | 1,500.00 | - | 1,500.00 | - | - | - | 1,500.00 | - | - | - | - |
| Pre-Event - 1110-70100-190-1 | 16,500.00 | - | 16,500.00 | 0.0% | - | - | 16,500.00 | 0.0% | - | - | - |
| Catering ⁶ | 2,000.00 | - | 2,000.00 | - | - | - | 2,000.00 | - | - | - | - |
| Décor (Suggestion-stewardship item (party favor- college swag item) for attendees.) | 1,000.00 | - | 1,000.00 | - | - | - | 1,000.00 | - | - | - | - |
| Post Event - Founders Room - 1110-70100-190-1 | 3,000.00 | - | 3,000.00 | 0.0% | - | - | 3,000.00 | 0.0% | - | - | - |
| Total Combined Expense Budget | 160,000.00 | - | 160,000.00 | 0.0% | - | - | 160,000.00 | 0.0% | - | - | 40,000.00 |

Update: Overall budget approved. This sub-budget pending Stepping Out for COD Committee Approval