



## **Foundation Stepping Out for COD Committee Meeting**

**Minutes for Thursday, October 6, 2022**

**COD Foundation Conference Room & Zoom**

**43500 Monterey Road**

**Palm Desert, CA**

**2:30PM**

**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, Leslie Usow, Jim Greene

Rob Moon joined the meeting at 2:47

#### **Voting Committee Members Absent:**

Carol Fragen

#### **Guests:**

Catherine Abbott, Matthew Durkan, Christine Anderson, Kirstien Renna

#### **Recorder**

Juli Maxwell

### **1. Call to Order/Roll Call**

The meeting was called to order at 2:45 pm.

### **2. Action Items**

**2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of October 6, 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 October 6, 2022 with any addition, correction or deletions.**

Leslie Usow moved to approve the agenda as presented, and Jim Greene seconded. The agenda was approved.

## **3. Minutes**

### **3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – September 8, 2022.**

Jim Greene 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](mailto: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 let the committee know that the Entertainer Contract was signed. Contract is \$20,000 all-in. Committee discussed the MOU with the McCallum, and requested that a clause be included to have Stepping Out event included

in the McCallum Theatre annual program. Cathy to reach out to the McCallum regarding the MOU for the event.

**5.1 Follow-up Items**

**5.1 Task of**

**5.1 Due by**

Get a copy of the MOU from McCallum	Catherine Abbott	ASAP
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**5.2 Marketing Plan – Theresa Maggio**

**5.2.1** Save the Date Card- Theresa Maggio went over the proposed “save the date” card with the committee. There will not be a separate card for this, it will be included in the event and sponsorship mailing.

**5.2.2** Sponsorship Brochure – Theresa reviewed the proposed brochure with the committee. Committee discussed sponsorship levels, and program ads which will not be included in the sponsor benefits. Committee asked to add a line to the brochure for payment “Other”, for not traditional payments. Theresa stated that she needs more quotes regarding “Nelson”. Theresa explained that last year with KESQ as a sponsor, we did television ads for the event. Committee discussed tv ads, and the cost. Social Media will be used as well. Committee discussed gathering quotes from Stepping Out last year’s attendees to include in the brochure. Catherine discussed the potential of having MacKensie Scott as an honoree for the event, and shared that she probably does not want to be honored based on other events that have asked the same of her. Committee discussed honoring Peggy Cravens at the event. After much discussion, decision was to add Peggy Cravens and Donna Jean Darby to the video in memory of. Committee will not have board members hand-personalize sponsor cover-letters as was been done in the past.

**5.2.3** Sponsor Cover Letter

**5.2.4** Sponsor Form

**5.2 Follow-up Items**

**5.2 Task of**

**5.2 Due by**

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**5.3 Pre-Event**

Catherine Abbott stated there are no updates, the ad-hoc committee has met since the last meeting. Marge Dodge went over the duties that need to be done for the pre-event. Marge to keep track of the timeline and what needs to be done and by whom.

**5.3.1** Invitees – all of sponsors at \$2500 level and above, and they are all invited to bring 2 people to the event, free of charge.

**5.3.2** Doing an “Ask” – No formal “ask” but cards will be on tables for people to make a donation if so led.

<b>5.3 Follow-up Items</b>	<b>5.3 Task of</b>	<b>5.3 Due by</b>

**5.4 Strategy for Optimizing Sponsors**

Focus to be on business sponsors. Car dealers, past sponsors and SOTC college sponsors should all be asked.

<b>5.4 Follow-up Items</b>	<b>5.4 Task of</b>	<b>5.4 Due by</b>

**5.5 Consideration of Honoree(s) for event**

<b>5.5 Follow-up Items</b>	<b>5.5 Task of</b>	<b>5.5 Due by</b>

**5.6 Marketing Budget** - Kirstien Renna shared that there is \$40,000 in the budget for marketing, including print and advertising, postage, promotional materials, etc. Committee asked to have “search light” and “red carpet” removed from budget. Kirstien to start plugging in numbers to the budget as item totals are given to her.

**5.6 Follow-up Items****5.6 Task of****5.6 Due by**

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**5.7 Timeline** - Marge Dodge went over the timeline with the committee.

Timeline is separated into pre-event, main event and post-event/post tasks. The timeline is done in Wrike, and is shared by staff. Next step is to assign people and dates to each item. Committee discussed who will do what tasks on the timeline. Committee to review timeline and let Marge know if anything needs to be added.

**5.7 Follow-up Items****5.7 Task of****5.7 Due by**

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**5.8 Honorary Committee Members Update**

Jan Harnick said she will give answer the day after the election. Carol Fragen was not present to give her update.

**5.8 Follow-up Items****5.8 Task of****5.8 Due by**

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**6. Future Agenda Items**

Honorary committee members

Entertainment for pre-event

**7. Adjournment**

The meeting was adjourned at 3:45 pm.

**Next Meetings: Thursday, November 1 at pm at the Foundation Office.**