



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

**Minutes for Tuesday, January 10, 2023**

**COD President's 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, Carol Fragen

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

#### **Guests:**

Catherine Abbott, Kirstien Renna, Liz Chambers

#### **Recorder**

Irene Morales

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

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

### **2. Action Items**

**2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of January 10, 2023 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 January 10, 2023 with any addition, correction or deletions.**

The agenda was approved.

## **3. Minutes**

### **3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – December 6, 2022.**

Rob Moon moved to approve the minutes as presented, and Marge Dodge 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 Marketing – Theresa Maggio**

Theresa Maggio shared with the committee her presentation addressing the aspects of the marketing done so far. The Sponsorship packet were mailed out at the end of November. The packet will be going out again as an email blast. Theresa will be working with the Nelson's publicist to get everything she can use to promote the event. Marketing emails will be going out every two weeks leading up to the event and will include sponsor names and levels.

Press release has gone out. In-kind sponsor meetings (media) are being scheduled.

In December interviews were done with students for the Stepping Out video, committee co-chairs will be filmed the week of January 23. Committee discussed including in the materials, what the cost of scholarships are to help these students, and decided it would be best to include this in the script for the Co-Chairs. Another reminder will be sent out for sponsorships via mail. Committee discussed tying the impact numbers in with the 40<sup>th</sup> Anniversary. Committee will be working on recruiting more sponsors.

**5.1 Follow-up Items**

**5.8 Task of**

**5.8 Due by**

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**5.2 Sponsorships** – Committee to continue recruiting more sponsors including Foundation board members. Committee discussed calling on last year’s sponsors to renew their sponsorship. Liz Chambers assigned names for committee members to contact if they are willing.

**5.2 Follow-up Items**

**5.8 Task of**

**5.8 Due by**

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**5.3 Pre-Event**

**5.3.1 Ad-hoc committee update**

Catherine Abbott shared that the deposit has been given to the caterer (Lulu’s). There is a meeting set up with the task director of the HILB for Thursday, to start coordinating which programs will be featured and how the room will be arranged. Catherine invited the ad-hoc committee to join in the first part of the meeting. Catherine is getting a meeting with Nakamura to discuss parking and valet. Photography contract has been signed. Ad-hoc committee to meet again to discuss details. Cathy will set this up. Committee will report back.

**5.3 Follow-up Items**

**5.8 Task of**

**5.8 Due by**

Schedule ad-hoc committee meeting	Catherine Abbott	ASAP
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**5.4 El Paseo Jewelers Event**

Roger at El Paseo Jewelers offered to do another reception at his place that could tie in with the pre-event for Stepping Out. Committee agreed this should not be tied into the pre-event for Stepping Out.

**5.4 Follow-up Items**

**5.8 Task of**

**5.8 Due by**

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**5.5 Post-Event for Sponsors** – Will be in Founders Room with wine, champagne and dessert.

**5.5 Follow-up Items**

**5.8 Task of**

**5.8 Due by**

5.5 Follow-up Items	5.8 Task of	5.8 Due by

**5.6 Budget**

Current actuals through December 1st were at \$229,790 in sponsorships, and \$50,250 for pending verbal commitments, totaling \$290,040. Expenses so far total \$17,336. The marketing budget is \$160,000. Since so much money was saved on the talent, this budget can be moved around. There are about 25 former sponsors that need to be contacted.

**5.6 Follow-up Items**

**5.8 Task of**

**5.8 Due by**

5.6 Follow-up Items	5.8 Task of	5.8 Due by

**5.7 Timeline** – Marge discussed items on the timeline with the committee.

**5.7 Follow-up Items**

**5.8 Task of**

**5.8 Due by**

5.7 Follow-up Items	5.8 Task of	5.8 Due by

**5.8 Honorary Committee Members** - Jan Harnick will be put on the mailings as a committee member, and will get two tickets for pre-event, event, and post-event.

**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**

Thank you letters with photos to sponsors.

**7.Adjournment**

The meeting was adjourned at 3:42pm.

**Next Meetings: Tuesday, February 7, 2:30 at pm at the COD President’s Conference Room and Zoom.**