



COLLEGE
of the DESERT
FOUNDATION

STEPPING OUT FOR COD COMMITTEE FEBRUARY 22, 2023 1:30PM





COLLEGE
of the DESERT
FOUNDATION

AGENDA



COD Foundation Stepping Out for COD Committee Agenda

Tuesday, February 22, 2023

1:30PM

Foundation NEW Conference Room

College of the Desert

43500 Monterey Street, Palm Desert, CA 92260

OR

ZOOM:

<https://collegeofthedesert-edu.zoom.us/j/83962840878?pwd=Wlk3SDFQ SXRxajc4cGROL1p4e lViUT09>
Meeting ID: 839 6284 0878

Password: 546069

Dial: +1 669 900 6833 (US Toll) – Meeting ID: 648 245 1590

COLLEGE OF THE DESERT FOUNDATION MISSION: College of the Desert Foundation acts as advocates for the College and to secure financial support enhancing educational opportunities for all students.

COLLEGE OF THE DESERT MISSION: College of the Desert provides excellent educational programs in basic skills, career and technical education, certificate, transfer preparation, associate degrees, noncredit and distance education, which are continuously evaluated and improved. Our programs and services contribute to the success, learning and achievement of our diverse students and the vitality of the Desert Community College District, surrounding areas and beyond.

Committee Members (total #): 9

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

Non-Voting Committee Members (total #): 0

Quorum (51%): 5

Subject to Brown Act: Yes

1. Opening Items

1.1 Roll Call

2. Agenda

2.1 Meeting of the Foundation Stepping Up for COD Committee of February 22, 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 Meeting of the Foundation Stepping Up for COD of February 22, 2023.

3. Minutes

3.1 Approval of Stepping Up for COD Committee Meeting Minutes of February 7, 2023.

4. Comments from the Public

Public Comments: In accordance with Senate Bill 361 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted in person, by email to codfoundation@collegeofthedesert.edu and read into the record during public comment or by using the raise your hand function by joining the Zoom link. All requests should be directed to the Foundation in advance of the meeting.

5. Discussion/Action Items

5.1 New Talent / Contract – Catherine Abbott

5.2 Marketing – Theresa Maggio

5.3 Sponsorships – Liz Chambers

5.4 Pre-Event

5.4.1 Ad-hoc committee update

5.4.2 Timeline – Marge Dodge

5.5 Post-Event for Sponsors

5.6 Budget update – Kirstien Renna

6. Future Agenda Items

7. Adjournment

Next Scheduled Meeting: Discussion of frequency of meetings

Location: Foundation NEW Conference Room



COLLEGE
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FOUNDATION

MINUTES FOR APPROVAL





Foundation Stepping Out for COD Committee Meeting

Minutes for Tuesday, February 7, 2023

COD President's Conference Room & Zoom

43500 Monterey Road

Palm Desert, CA

2:30PM

Or

Via Zoom

Meeting Participants

Voting Committee Members Present:

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

Voting Committee Members Absent: Leslie Usow

Guests:

Catherine Abbott, Kirstien Renna, Liz Chambers

1. Recorder

Elena Moiseeva

2. Call to Order/Roll Call

The meeting was called to order at 2:39 PM.

3. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of February 7, 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).

3.2 Confirmation of Agenda: Approval of Agenda for the Regular Stepping Up for COD Committee Meeting of February 7, 2023 with any addition, correction or deletions.

Cathy Abbott proposed to move item 5.6 Budget update up to 5.1. Carol Fragen moved to approve the minutes, seconded by Rob Moon.

4. 3. Minutes

3.1 Approval of Foundation Stepping Up for COD Committee Meeting Minutes – January 10, 2023.

Bill moved to approve the minutes as presented, and Jim Greene seconded. The minutes were approved.

3.2 Approval of Foundation Emergency Stepping Up for COD Committee Meeting Minutes – February 1, 2023.

Bill moved to approve the minutes as presented, and seconded by Carol Fragen. 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 – Kirsten Renna

Kirstien Renna presented the Budget Updates:

- \$271,400 in current and pledged funds
- \$67,250 pending verbal commitments
- Total of \$336,350
- \$28,000 verbal pledged or restricted funds

- \$2040 of funds for recognition only
- Total of \$364,350
- Expenditures \$23,369.55

Budget was adjusted to \$30,000. \$10,000 was moved to Artist Budget.

Tom Minger enquired about year over year numbers. Kirsten Renna to follow up, however the numbers look close to last year.

5.2 New Talent/ Entertainment – Tom Minder/ Rob Moon

Contract has not been signed yet, Budget of \$30,000. Artist excited as was sold out twice at the McCallum Theater.

5.3 Marketing – Theresa Maggio

Theresa Maggio shared with the committee her presentation addressing the aspects of the marketing done so far: TV commercials, Palm Springs Life, email marketing, radio commercials. New invitations to be mailed out by February 17, 2023, will be sent out to prospects. McCallum Theater to send out information about the event as well. Video is being produced. Tom Minder requested to see video as soon as it's ready. It was suggested to add "Proof of vaccination required" onto the materials, as the venue requires that.

Theresa presented the article in Palm Springs Life, 10000 copies, we received a huge discount. The current list of sponsors was presented.

5.4 Sponsorships – Liz Chambers

Liz shared the list of donors, requested the committee to add more names if possible. Calling party is arranged for February 15, 2023. It was suggested to put a reminder of vaccination requirement.

5.5 Pre-Event

5.5.1 Ad-hoc committee update

Cathy Abbott to follow up on the musician, also putting work orders to organize the location for set up: parking lot for valet, shuttle carts, 7 programs scheduled. Bill suggested that sponsors need to give the names of their guests if they are entitled. Cathy Abbott suggested that meal count should be also adjusted accordingly. It was mentioned that if Board Member qualifies financially, they are entitled to bring 1-2 guests to the pre-event. Further discussion is that all board members should attend pre-event and bring 2 guests. Cathy to reach out to the board members and remind them.

5.5.2 Timeline – Marge Dodge

Marge Dodge updated Committee on the progress of the pre-event arrangements. Marge Dodge and Theresa Maggio updated the marketing tasks. It was suggested to put banners. Tom Minder to communicate wine & desert options to McCallum Theater. Discussion took place if photos of the Sponsors should be placed on the Thank You cards, this was postponed to next session.

5.6 Post-Event for Sponsors

Tom Minder will reach out to the McCallum regarding details for the post event.

5.7 Honorary Committee Members

Jan Harnik and Charles Townsend Vinci are still our honorary committee members.

6.Adjournment

The meeting was adjourned at 3:36 PM.

Next Meetings: Wednesday, February 22, 2023 at 1:30 PM at the COD President's Conference Room and Zoom.