



Foundation Stepping Out for COD Committee Meeting

Minutes for Tuesday, February 22, 2023

COD President's Conference Room & Zoom

43500 Monterey Road

Palm Desert, CA

1:30PM

Or

Via Zoom

[Meeting Recording](#)

Meeting Participants

Voting Committee Members Present:

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

Voting Committee Members Absent:

Leslie Usow

Guests:

Catherine Abbott, Kirstien Renna, Liz Chambers

Recorder:

Juli maxwell

1. Call to Order/Roll Call

The meeting was called to order at 1:31 PM.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting 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 Regular Stepping Up for COD Committee Meeting of February 22, 2023 with any addition, correction or deletions.

3. Minutes

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

Carol Fragen moved to approve the minutes as presented, and seconded by Bill Chunowitz. 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 New Talent / Contract – Catherine Abbott

Catherine shared that the contract was signed. There were changes in the rider and the contract and they are now fully approved. There were changes in the language for the master agreement, and specifics for Founders room and Green Room were added. Master Class will be held.

5.2 Marketing – Theresa Maggio

McCallum has sold 103 tickets for the event which totals \$9k in revenue. Commercials started last week on KESQ. Theresa shared those commercials will run through March 29th, with an \$8k matching sponsorship. Catherine will be on Eye of the Desert on March 15. Other

advertising is being done with social media, Desert Sun, email blast campaign and Palm Springs Life emailing marketing. Pre-party invitations went out to 1000 people. Video is done, and will be presented today.

5.3 Sponsorships – Liz Chambers

Calling party was done at the office with several board members. Every sponsor was called and updated about the March 10 event, and about the change in entertainment, and were thanked again. Committee needs to know names of sponsor guests for seating chart. March 1st at will be the next calling party and will include Liz Chambers, Tom Minder and Rob Moon. They will be calling the top 50 potential sponsors.

5.4 Pre-Event

5.4.1 Ad-hoc committee update

Catherine Abbott shared that a total of 7 college programs have been secured for the event. Three rooms will be utilized for these presentations. Needs and wish lists will be on hand for donors in case anyone would like to give a scholarship. Committee would like for Diane Rubin to invite Mary Ingebrand-Pohlad. Event starts at 5:30pm. Dinner will be served from 6:00-6:30 pm, and from 6:30 – 7:30 will be the presentations by departments.

5.4.2 Timeline – Marge Dodge

Marge does not have copies of the timeline for this meeting.

5.5 Post-Event for Sponsors

Catherine reported that the McCallum requested the total number of guests that will be attending. We will provide McCallum with additional glassware. Guests are currently being compiled for the list.

5.6 Budget update – Kirstien Renna

Kirstien shared that the actual revenue for the event is at \$303,750 including ticket sales and donations. Pending is \$49,750 for sponsorship pledges and some restricted income. Adding all of this together, income is at \$378,052.84. As of today, \$37,859.000 for expenses including marketing and entertainer.

Theresa presented the video to the committee. “Lower thirds” need to be added to videos and remain on screen longer. Committee discussed shortening the video to under 4 minutes. Video is currently just under 6 minutes. Consensus was that the video should be cut by at least one minute.

6. Adjournment

The meeting was adjourned at 2:37 PM.

**Next Meetings: Tuesday, March 14, 2023 at 1:00 PM at the COD
President's Conference Room.**