



Foundation Stepping Out for COD Committee Meeting

Minutes for Tuesday, March 14, 2023

**COD President's Conference Room & Zoom
43500 Monterey Road
Palm Desert, CA
1:00PM**

Meeting Participants

Voting Committee Members Present:

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

Voting Committee Members Absent:

Leslie Usow, Tom Minder, Carol Fragen

Guests:

Catherine Abbott, Kirstien Renna, Liz Chambers, Chris Anderson, Theresa Maggio

Recorder:

Juli maxwell

1. Call to Order/Roll Call

The meeting was called to order at 1:00 PM.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of March 14, 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 March 14, 2023 with any addition, correction or deletions.

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

3. Minutes

3.1 Approval of Foundation Stepping Up for COD Committee Meeting Minutes – February 22, 2023.

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

4. Comments from the Public

There were no comments from the public received.

5. Discussion and Action Items

5.1 Sponsor Update

Liz Chambers shared the list of sponsors that Theresa Maggio had brought to the meeting. Liz shared that it is not too late to add sponsors, as there are still 3 weeks left until the event. Board members were encouraged to invite extra guests. Seats will be given back to the McCallum next week. Committee discussed the number of guests for each sponsorship level, and that board members will receive 2 extra tickets. After the performance, sponsors over \$25k will be invited to meet the entertainers in the McCallum Theatre Green Room. Committee suggested eliminating the Green Room and have the entertainer go straight to the Founders Room. Liz Chambers to make phone calls to the invited donors, asking if they would want to go meet the entertainers in the Green Room, then decide if Green Room will be eliminated. Committee discussed that the McCallum never listed Stepping Out for COD in any publication. It was suggested that next year, the MOU needs to include publicity for our event in their program. Foundation is billing the McCallum for the remaining \$10k that was promised due to the original entertainer not being able to perform.

5.2 Ticket Sales

Kirstien Renna shared that 258 tickets have been sold as of March 10. Foundation is expecting to receive a big influx of ticket sales now that the marketing campaign is out. Palm Springs Life email will be coming out also.

5.3 Seating Chart for Main Event

The committee reviewed the list of sponsors and placed them in seats on a virtual map of the McCallum. Staff to finish with seating then get back to the committee at the March 28 meeting.

5.4 Pre-Event Recap

Committee felt the event went well. Attendees enjoyed the venue and the program. Staff did a really good job on the event, and Cathy Abbott's outstanding work and coordination of the breakout sessions was recognized. Some thoughts for next year: better valet signage for the event, possibly a second bar area, do away with high-top tables as they were not utilized, more time for cocktails and dinner and make event more elegant, fewer departments with more time for each. Also discussed was having a pre-event in the McCallum and an on-stage dinner.

5.5 Timeline for Main Event

Marge Dodge shared with the committee the items on the timeline that need to be addressed. Theresa shared the program for the event that is on the timeline to be completed this week. Foundation will send a mass email blast reminding sponsors to bring ID and Vax Card to the McCallum. Committee Chairs need to write thank you cards to the sponsors after the event. Thank you email will go out to all participants afterwards.

5.6 Budget Update

Kirstien shared that currently we have \$398,511 in total combined revenue. If you add in the verbal commitments, it brings the total to \$501,011. One possible additional \$50k sponsorship is pending. Cathy has been following up on the pending verbal commitments. \$62,272 on expenditures so far, more will be coming in as event date approaches. Pre-event budget went over by \$358, advertising has gone over which was predicted with the change in entertainer.

6. Adjournment

The meeting was adjourned at 2:10 PM.

Next Meetings: Tuesday, March 28, 2023 at 2:30 PM at the COD President's Conference Room.