

Foundation Stepping Out for COD Committee Meeting (Tuesday, October 3, 2023)

Generated by Juli Maxwell on Wednesday, October 4, 2023

1. OPENING ITEMS

Call to Order/Roll Call: 1.01 Call to Order

Meeting called to order at 2:01 PM

Roll Call:

1.02 Roll Call

Members present: Norma Castaneda, Jenell VanDenBos, Marge Dodge, Carol Fragen

Members absent: Marlene O'Sullivan, Jim Greene

Guests: Diane Rubin, Theresa Maggio

Staff present: Kirstien Renna, Eddie Hernandez

Recorder: Juli Maxwell

2. APPROVAL OF AGENDA

2.01 Confirmation of Agenda: Approval of agenda for the Foundation Stepping Out for COD Committee meeting, October 3, 2023 with any additions, corrections or deletions.

Agenda was approved with the addition of the budget.

3. MINUTES FOR APPROVAL

Pursuant to Government Code Section 54954.2(b)(2), the Board may take action on items of business not appearing on the posted agenda, upon a determination by a 2/3 vote of the Board, or (if less than 2/3 of the members are present, a unanimous vote of those 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.

3.01 Approval of the Meeting Minutes of August 03, 2023

Carol Fragen made a motion to approve the minutes as presented.

Marge Dodge seconded the motion.

Motion carried.

4. PUBLIC COMMENTS

Comments from the Public: 4.01 In person and remote public participation is allowed and will be accepted in person, OR by email to codfoundation@collegeofthedesert.edu and submitted for the record during public comment. There is a time limit of three (3) minutes per person. All comments must be submitted or brought forward prior to the end of the public comments section.

Accommodations for Persons with Disabilities: Persons with disabilities may make a written request for a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the meeting. All requests should be directed to the COD Foundation office in advance via email to codfoundation@collegeofthedesert.edu.

No Comments from the public.

5. DISCUSSION AND ACTION ITEMS

5.01 Main Event Update

Committee had an update the LeeAnn Rimes is confirmed for the event. Ticket prices: Typically, casino would charge between be \$75 - \$150 per ticket. Committee has 2100 tickets to sell if there is not a dinner. Lee Ann Rimes is costing \$70k (discounted) with a break on the hotel. Offer has been accepted. Meet and greet is requested. Committee decided tickets would range between \$75.00 to \$150. There are 12 suites to sell, that hold up to 14 people with private bar for every 3 suites, no host bar. There are private bathrooms. Suite prices were discussed, and no consensus was arrived at. Committee discussed knowing where the suites were so they could communicate this to the people who are purchasing them.

5.02 Timeline for Event

5.03 Pre-Dinner?

Committee discussed the possibility of holding a dinner in the main area vs. having a cocktail reception with appetizers in the side area. Committee discussed ways to make sponsors feel like a VIP, possibly a private entrance and private room. Having an alcohol sponsor, having students be able to speak, having a "raise the paddle", QR code on the screen for sponsors/guests to made donations, were all discussed as well.

5.04 Strategy for Optimizing Sponsorships

Committee discussed the sponsorship levels and did not come to any decisions on how to move forward. Committee discussed Suite Deal prices. This needs to be reassessed as the suites are a lot larger at The Show than the McCallum. Committee came up

with the number of \$15,000 per suite. The amount of people the suites hold needs to be verified. Committee discussed giving sponsors the option to get a suite with \$25k level can share a suite, Diamond or Presenting sponsor could get their own suite. Presenting sponsor could get food/drinks included. After ideas were discussed, it was decided that this will be discussed further in an ad hoc meeting with staff and committee chairs.

5.05 Marketing

Committee discussed last year's marketing and what it entailed. Theresa Maggio shared with the group the clean and simple marketing piece for this year and the committee were pleased with the piece. Committee decided to go with this and not do the same marketing plan as last year. Materials need to out go by the 2nd week of November. Committee decided to add \$50k to the budget.

5.06 Budget

Kirstien reviewed last year's budget with the committee and gave sponsorship recommendations in order to reach the goal. Kirstien updated the committee on the fair market value of tickets and benefits from their sponsorships.

5.06 Future Agenda Items

Strategy for sponsorships

6. ADJOURNMENT

The meeting was adjourned at 3:11pm

Next meeting will be on Thursday, November 7, 2023, at 2:00pm