

Foundation Stepping Out for COD Committee Meeting (Thursday, January 11, 2024)

Generated by Juli Maxwell on Monday, January 8, 2024

1. OPENING ITEMS

1.01 Call to Order at 2:02pm

1.02 Roll Call - Norma Castaneda, Jenell VanDenBos, Marge Dodge, Jim Greene, Carol Fragen, Marlene O'Sullivan

Members Present: Norma Castaneda, Jenell VanDenBos, Marge Dodge, Jim Green, Carol Fragen

Members Absent: Marlene O'Sullivan

Guest Present: Catherine Abbott, Theresa Maggio, Eddie Hernandez, Kirstien Renna, Diane Rubin

Recorder: Juli Maxwell

2. APPROVAL OF AGENDA

2.01 Confirmation of Agenda: Approval of agenda for the Foundation Stepping Out for COD Committee meeting, January 11, 2024, with any additions, corrections or deletions.

Agenda was approved as presented.

3. MINUTES FOR APPROVAL

3.01 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.

3.02 Approval of the Meeting Minutes of October 3, 2023

Minutes were approved as presented.

4. PUBLIC COMMENTS

4.01 Comments from the Public: 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.

5. DISCUSSION AND ACTION ITEMS

5.01 Entertainment for Event

Norma Castaneda shared that Leann Rimes has withdrawn from the event due to scheduling conflicts. The committee needs to secure another entertainer for the event. Norma compiled a list that the committee viewed, showing that showed all recognizable entertainers that can possibly be booked within, or close to, the amount budgeted. The committee discussed pricing and which artists would be suitable. Norma and Cathy discussed with Leanne Rimes' agent, monies that were already spent on marketing. The agent agreed to reimburse the Foundation for the money spent.

Committee narrowed down the entertainer list to concentrate on a few entertainers... 1st choice -Kevin Costner - (price unknown at meeting time), Lee Brice \$150k, Tanya Tucker - (price unknown at meeting time), 2nd choice -Wynonna \$75-\$100k, Melissa Ethridge \$125 - (negotiable), Martina McBride \$125k. Eddie Hernandez to call The Show to see the history of the 6 entertainers and where they have performed in the Coachella Valley. If the budget needs to be increased for the entertainer, this needs to be decided by Wednesday, January 17 before the Finance Meeting. The committee will meet again at 2:00 pm on Wednesday the January 17th, at the Foundation conference room to discuss and vote on an entertainer, if possible.

Committee discussed an alternative plan if no entertainer is secured. A Gala format was discussed with dancing, a raise-the-paddle and a less expensive entertainer. February 1, 2024, will be the cutoff date to secure an entertainer for the original event format.

5.02 Budget Update

Committee to ask the Finance committee for \$125k for entertainer, which will increase the current entertainer budget by \$75k. Marc Glassman or Lani Garfield need to be contacted as a photographer, and photos will be used in donor thank you's.

5.03 Sponsorships Update - Eddie Hernandez

Eddie shared with the committee that as of today, there is \$127k in sponsorships received thus far, with 13 sponsors.

5.04 Dialing for Dollars

Norma and Jenell Vandenboss will be soliciting for sponsorships once the entertainer is confirmed.

5.05 Marketing Materials

Committee discussed digital marketing materials from here out, once the entertainer is decided on. Doing a mailing vs. digital marketing will be discussed at the January 17th meeting.

5.06 Confirm Board Ask

Nothing was discussed.

5.07 Future Agenda Items

Decide on Entertainment.

Marketing materials; digital vs. mailing

6. ADJOURNMENT

Meeting was adjourned at 3:03pm