

Foundation Stepping Out for COD Committee Meeting (Tuesday, March 26, 2024)

Generated by Juli Maxwell on Tuesday, March 26, 2024

1. OPENING ITEMS

1.1 Call to Order

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

Members Present: Norma Castaneda, Marge Dodge, Jenell VanDenBos, Jim Greene

Members Absent: Carol Fragen, Marlene O'Sullivan

Guests Present: Catherine Abbott, Kirstien Renna, Eddie Hernandez, Diane Rubin

Recorder: Juli Maxwell

2. APPROVAL OF AGENDA

2.1 Confirmation of Agenda: Approval of agenda for the Foundation Stepping Out for COD Committee meeting, March 26, 2024 with any additions, corrections or deletions. Agenda was approved as presented.

3. MINUTES FOR APPROVAL

3.1 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.

3.2 Approval of the Meeting Minutes of March 5, 2024

Minutes were approved as presented.

4. PUBLIC COMMENTS

4.1 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 or by the raise of your hand function by joining the Zoom link: <https://collegeofthedesert-edu.zoom.us/j/julimaxwell?pwd=b0tLbzNRWWhyL284NHo2MmtnUXE5UT09>. 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

5.1 Sponsorship Update and Ticket Sales - Eddie Hernandez

Eddie gave an update that ticket sales are at \$16,000. 175 tickets were sold by Agua Caliente. Agua Caliente has bought 100 tickets for their high rollers. There are 1200 seats remaining to sell. Foundation is purchasing \$10k worth of tickets and inviting alumni to attend the show to fill approximately 75 seats. Committee discussed blacking out the balcony and bringing all attendees down to the floor and mezzanine. Lowering price of tickets was discussed, specifically doing a radio ad telling listeners to go the COD Foundation website for special discounted tickets. Marketing has also been done to surrounding areas outside of the Coachella Valley.

5.2 Budget Update - Kirstien Renna

Kirstien shared with the committee that we have \$293,000 in sponsorships. \$454,207 in actual revenue.

\$650,000 was budgeted as income, we are \$58,000 short at this point. Norma shared with the committee that she has another sponsor at \$10,000, so the shortage to goal is currently \$48,000. Committee was commended for having 19 board members as sponsors. Committee Chair expressed a goal of reaching our goal. Catherine will approach some vendors and past sponsors for possible sponsorships.

5.3 Pre-Party Update

Pre-party begins at 6:30pm. We will be giving out tickets at the pre-party, the others will be held at Will Call. The suite venue holds 120 people so only those at \$5,000 and up will be invited as will those that purchased individual Box tickets. Catherine to contact Jesus Palomino to play some background music, or possibly use the piano in the room and have a student or faculty member play.

- Parking will be valet and complimentary and free parking for all attendees in the garage.
- Students will be ushering guests up to the party, and to the boxes once the pre-party is over.
- Committee Chairs to welcome guests and give information.
- Tables and linens with fresh flowers, leather couches and chairs.
- Students will escort guests to The Show.
- Students will be recognizable with names on lanyards.
- Wristbands for pre-party will be given at check-in.

5.4 Day of Event

Jenell and Norma will be kicking off the concert with their welcome and remarks. Cathy will inform Chairs when a rehearsal can be done prior to the event. There is a possibility that Clay Walker can come the Pre-Party for a meet and greet. Committee discussed wristbands for the sponsors and their guests that are going into the pre-party.

5.5 Any discussion items that are not on the agenda

6. ADJOURNMENT

Next meeting April 16, 2024

Meeting was adjourned at 3:08 pm.