



Foundation Stepping Up for COD Committee Meeting

Minutes for Tuesday, May 4, 2021

2:00PM

Meeting Recording:

https://cccconfer.zoom.us/rec/play/HdkSPRmgxUz8PtUECxbadVNW7iVy0N2A_1LFnP0yjiEEXJhrGVpOsStHPDy88g7V_dKtMY_hQS9zXjSX1.jHfN3Az9k8XPmjXi?autoplay=true&startTime=1620161689000

Meeting Participants

Voting Committee Members Present:

Christine Anderson (Co-Chair), Jane Saltonstall (Co-Chair), Barbara Foster Monachino, Joanne Mintz, Marlene O'Sullivan, Marge Dodge

Voting Committee Members Absent:

Rob Kincaid

Guests:

Catherine Abbott, Kirstien Renna, Matt Durkan, Bill Chunowitz

Recorder

Juli Maxwell

Meeting Minutes

1. Call to Order/Roll Call

The meeting was called to order at 2:02 PM.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of May 4, 2021 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 May 4, 2021 with any addition, correction or deletions.

Jane Saltonstall moved to approve the agenda. Marlene O’Sullivan seconded. Motion carried.

2.2 Follow-up Items

2.2 Task of

2.2 Due by

None	None	None
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3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – April 6, 2020.

Barbara Foster Monochino moved to approve, and Joanne Mintz seconded. The minutes were approved.

3.1 Follow-up Items

3.1 Task of

3.1 Due by

None	None	None
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4. Comments from the Public

4.1 Comments From The Public: Comments from the Public: In accordance with Executive Order N-25-20 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed and will be accepted by email until May 3, 2021 at 5PM to codfoundation@collegeofthedesert.edu and read into the record during public comment.

There were no comments from the public received.

5. Discussion Items

5.1 Stepping Up for COD Budget Review – Kristien Renna

Chris Anderson suggested to change the name of this agenda item to “Campaign Goal Review.” Kirstien Renna presented the budget to the committee.

5.1 Follow-up Items

5.1 Task of

5.1 Due by

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5.2 Marketing Display Update – Catherine Abbott

Catherine Abbott shared that the Foundation is still in negotiations with Town’s End Fabrication as to how to deal with this structure that was not delivered on time. Catherine shared the invoice with the committee as requested during the April meeting. In addition to the \$7,100 down payment the Foundation submitted, the fabrication company would like an additional \$3,422.48 to cover their expenses. Catherine shared that she is not willing to pay this since the product was never delivered according to the agreement. Negotiations continue. Joanne suggested that this may be a very expensive lesson, when purchasing something over a certain amount, there should be a written contract with due dates. Barbara stated that the Foundation has paid them \$7100.00 to date, and they have expended time and materials, and this will probably not be reimbursed, and suggest the Foundation may want to just settle for this loss.

5.2 Follow-up Items

5.2 Task of

5.2 Due by

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5.3 Additional Fundraising Event – Catherine Abbott

5.3.1 Kinnamon retirement party

Catherine Abbot stated that Pam Hunter and herself, have had a couple of meetings with Joel Kinnamon regarding the party. As of today, Catherine has not had any further conversations with Joel to confirm any of the details. The date has not been finalized but will most likely take place in June. Event will include an MC welcoming everybody, tributes to Joel, then attendees will go into Zoom chat rooms with different topics, and Joel can join these Zoom Rooms to spend quality time with the attendees. Content is ready to go and now waiting on Joel to confirm details.

5.3 Follow-up Items

5.3 Task of

5.3 Due by

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5.4 2021 Sponsorship Follow-Up Support – Christine Anderson /Matthew Durkan

Chris Anderson shared with the committee that Matthew Durkan has found a spreadsheet from last year, that is an in-house master list for that was used for Stepping Out in 2019 that is basically a mailing list for sponsors of the event. Total mailing from the office was 382 people, and 161 of those packets were personalized and sent out. The Stepping Out committee from 2020 were the people that personalized these. This spreadsheet lists the persons that contacted each of these sponsors. Chris asked the committee if they felt it would be helpful to use this data to contact people via phone or email and ask for donations to the campaign or is it too late to do this. Joanne Mintz agreed that this would be useful to do phone calls, since it is very late in the campaign, with a script outline detailing what is being asked of them. Jane Saltonstall added

that the timing for asking for money, is very bad with taxes being due later this year. Marlene O’Sullivan suggested that people can make a pledge or a “promise-to-pay” and pay the money later in the year. Matthew Durkan remarked that some of these people on the list have been called by him recently, and some have already donated. If people make a pledge to pay later, the monies are included in the current fiscal year. Group is willing to look at the list, and Chris suggested that the committee each choose 10 people to call, then she will reach out to other board members to ask them to make calls also. By Friday, Matthew will share the list with the committee and Chris and Matthew would like responses from the committee members as to whom they are willing to call. Matthew will do an outline of a script of what to say on these calls.

5.4 Follow-up Items

5.4 Task of

5.4 Due by

Send list of potential donors to committee members	Matthew Durkan	May 7, 2021
Put together a script of how a solicitation call should go and share with committee.	Matthew Durkan	May 7, 2021

5.5 November 5th Event Update – Catherine Abbott

Catherine shared that now that we have more confidence that Stepping Out will be live in 2022 as the McCallum is currently booking for 2022, Catherine feels that the Foundation does not need to do the November 5th televised event, and committee should focus on Stepping Out for 2022. Jane Saltonstall asked if there are any events that could take place prior to the Stepping Out event, as there are a few exciting events that are on the table. Catherine stated that both events, the architecture event and CV Repertory event are President’s Circle events and can take place. Campus tours will probably be coming back also. Chris asked for ideas as to whom to book for the next Stepping Out for COD event. Marlene O’Sullivan shared that her son-in-law is in the music industry and may have names of artists that would be a good fit. Marlene will speak with him this weekend. Jane suggested we work with Debbie Green to help with the headliner and the event, as Debbie is the person that got Matthew Morrison for the 2019 event. Committee felt that the event needs to come back with a big splash, meaning a well-known headliner. Kirstien Renna shared that she has a connection with The Righteous Brothers and may be able to acquire them for the event. Patty Labelle was paid \$100,000 not including incidentals. Ticket sales for Patty Labelle were very good, although the performance was marginal. Sponsorship packets need to go out in the fall for the event. Chris asked committee to think of ideas/names that may be exciting as a headliner for Catherine to pitch to the McCallum and possibly Debbie Green. Thursday, March 31, 2022, is the date of the event.

5.5 Follow-up Items

5.5 Task of

5.5 Due by

Committee to provide names of possible headliner for Stepping Out for COD 2022	Committee	June 8, 2021
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5.6 Stepping Out 2022 Planning – Catherine Abbott

(Discussed in 5.5)

5.6 Follow-up Items

5.6 Task of

5.6 Due by

5.6 Follow-up Items	5.6 Task of	5.6 Due by

6. Future Agenda Items

7. Adjournment

The Committee Chair adjourned the meeting at 3:06 PM.

Next Meetings: Tuesday, June 8, 2021, at 2:00 pm