



## **Foundation Stepping Up for COD Committee Meeting Minutes for Tuesday, September 9, 2021**

**2:00PM**

Meeting Recording:

<https://cccconfer.zoom.us/rec/share/03Dmb07VajU4mrlybqFGbtOZKqRSrCdhSFD-xgWt-Nx4J2SJKOvKWRXfeu16nkLJ.HafXQvYyRT-y2ryf?startTime=1631220912000>

### **Meeting Participants**

#### **Voting Committee Members Present:**

Barbara Foster Monachino (Co-Chair), Jane Saltonstall (Co-Chair), Carol Fragen, Joanne Mintz, Marlene O'Sullivan, Marge Dodge and Peggy Jacobs, Tom Minder, Rob Moon, Diane Rubin, Leslie Usow

#### **Voting Committee Members Absent:**

Marlene O'Sullivan

#### **Guests:**

Kirstien Renna, Matthew Durkan, Eve Dehondt, Chris Anderson

#### **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 September 9, 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 September 9, 2021 with any addition, correction or deletions.**

Diane Rubin moved to approve the agenda. Joanne Mintz seconded.  
Motion carried.

<b>2.2 Follow-up Items</b>	<b>2.2 Task of</b>	<b>2.2 Due by</b>
None	None	None

**3. Minutes**

**3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – May 4, 2021.**

Barbara Foster Monachino moved to approve the minutes as presented, and Leslie Usow seconded. The minutes were approved.

<b>3.1 Follow-up Items</b>	<b>3.1 Task of</b>	<b>3.1 Due by</b>
None	None	None

**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 September 8, 2021 at 5PM to [codfoundation@collegeofthedesert.edu](mailto:codfoundation@collegeofthedesert.edu) and read into the record during public comment.

There were no comments from the public received.

**5. Discussion / Action Items**

**5.1 Welcome and Introductions** – Barbara Foster Monachino, Jane Saltonstall  
Goal of the committee is to raise the \$500k for the Foundation, raise awareness of 'Stepping Out' after a 2 year absence and position 'Stepping Out for 2023 – the 40<sup>th</sup> Anniversary of the Foundation. The committee took turns and introduced themselves to the rest of the committee and spoke of a committee that they worked on that was successful.

**5.1 Follow-up Items****5.1 Task of****5.1 Due by**

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**5.2 Review of Brown Act – Matthew Durkan**

Matthew Durkan shared the most important components of the Brown Act with the committee.

**5.2 Follow-up Items****5.2 Task of****5.2 Due by**

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**5.3 Overview of entertainment – Barbara Foster Monachino, Jane Saltonstall**

Barbara Foster Monachino shared an overview of the entertainment, that was forwarded on to her by Marlene O’Sullivan. Mandy Patinkin and Jason Alexander were some of the entertainers that were considered. After much discussion, Ann Hampton Calloway was decided upon for the 2022 event, and is now under contract. Members of the ad hoc committee decided on Ms. Calloway without full committee consideration. This was not optimal and it was agreed that in future years the selection of entertainer would be subject to approval of the whole committee. Catherine Abbott will be working on the MOU with the McCallum Theatre when she returns from vacation. Calloway will consider a meeting and greet in the green room and a Master Class with students, depending on the status of COVID-19. The Committee agreed that the ad-hoc entertainment committee start working on the entertainer for the 40<sup>th</sup> anniversary event, so that we can secure a big-name entertainer. Committee suggested hiring a professional (Debbie Green for instance) to help get the talent for 2023. For the 40<sup>th</sup> anniversary, if the committee wants the event to be a big draw, committee needs to consider the appeal of the entertainment on a broader age range and demographic. The Committee agreed that the entertainment ad-hoc committee would start work on securing the entertainment for the following year in early 2022 so that the full committee can vote on the proposed selection before the current ‘Stepping Out’ committee is reorganized after the annual meeting.

**Committee members that volunteered for this committee include: Tom Minder, Carol Fragen, Marlene O’Sullivan**

**5.3 Follow-up Items****5.3 Task of****5.3 Due by**

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**5.4 Budget overview / fundraising goal – Kirstien Renna, Matthew Durkan**

Kirstien Renna presented the proposed draft budget as a starting point and stated that it will be going back to the Finance committee to lower the budgeting entertainer amount, since the cost of the entertainer was substantially lower than anticipated. Current budget is \$190K, but this should be pulled back to \$160K.

This is just a starting point for a budget and needs to be refined according to what the committee accesses to be the need. Tom Minder had a question as to why the budget increased to \$190k to be able to pay for a big-name entertainer, and now that the entertainer’s fee is so much less, the new budget is not reflecting that, so where did these extra expenses come from, that were not shared in the Executive Committee meeting. Kirstien Renna explained that due to inflation and other fees that were not accounted for originally such as the event producer, the budget was inflated to reflect that. Tom would like to see the actual expenses from the past two events, so that he can explain this to the Finance and Investment Committee. Kirstien Renna will provide the analysis for the last Stepping Out event to the Finance and Investment Committee.

Kirstien Renna shared that in the past, the McCallum Theatre gave input on ticket prices based on the price that the Foundation agreed upon for the artist that will be performing. She also reminded committee that the collateral material produced, show the fair market value of the tickets so that the individual sponsoring knows what is tax-deductible is and what is not.

**5.4 Follow-up Items**

**5.4 Task of**

**5.4 Due by**

Provide the expenses from 2019 Stepping Out for COD to the Finance and Investment Committee.	Kirstien Renna	9/22/2021
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**5.5 Event Timeline – Barbara Foster Monachino, Diane Rubin**

Matthew Durkan presented the committee with the revised draft timeline, with tentative dates. Committee is right on schedule with the timeline, besides the MOU with the McCallum, which Catherine Abbott will be working on when she returns from vacation. Marge Dodge had an addition – “coordination of ushers and security”. Committee suggested that the due date for promotional materials be moved from October 1 to November 1.

**5.5 Follow-up Items**

**5.4 Task of**

**5.4 Due by**

Add “coordination of ushers and security” to the Stepping Out for COD timeline.	Matthew Durkan	October 5, 2021
Move due date for promotional materials, from 10/2 to 11/1.	Matthew Durkan	October 5, 2021

**5.6 Draft overview of sponsorships and benefits – Matthew Durkan**

Matthew Durkan presented the new sponsor form to the committee. He recommended that the names of the levels be changed, and some of the amounts also be changed. The committee can decide how to move forward. Jane Saltonstall let the committee know that the details regarding sponsorships will go to an ad-hoc committee. Matthew stated that this ad-hoc committee needs to do a projection of how many presenting sponsors we need to secure (Diamond, Gold, etc.), to meet the \$500k goal. This committee would also be looking at collateral for the event.

Committee was concerned that the public may be under the impression that Linda Rondstadt would be performing, since her photo is prominently displayed on the marketing material. Committee was in full agreeance that the photo of Linda Rondstadt be removed from the materials. Matthew Durkan will get previous examples of how Ann Hampton Calloway used Linda Rondstadt in past advertisements.

Joanne Mintz made a motion to hold off on the "Save the Date" and send to ad-hoc committee for discussion on photo of Linda Ronstadt included in the material.

Carol Fragen seconded.  
Motion passed.

**Committee members that volunteered for this committee include: Marge Dodge, Diane Rubin, Peggy Jacobs, Leslie Usow**

**5.6 Follow-up Items**

**5.4 Task of**

**5.4 Due by**

Get previous examples of how Ann Hampton Calloway is advertised in past performances regarding Linda Ronstadt.	Matthew Durkan	10-5-2021
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**5.7 Overview of previous year’s pre and post events – Barbara Foster Monachino and Marge Dodge**

Marge Dodge shared that the pre-event is usually held at Cuistot’s and in the past, it has been at the Founders room. Cuistot is a big draw, there were about 100 people in 2019. Post-event and meet and greet is held in the Founders room. Committee would like to get bids on where to have the pre-event. Leslie Usow asked if COVID will be addressed. Matthew Durkan to confirm McCallum’s policy on vaccinations, and this needs to be included on all event materials. The Committee agreed that the discussion regarding the level of sponsorships that will be invited to the pre-event will be taken to the pre/post-event ad-hoc committee. Kirstien Renna to provide the breakdown of pre-event expenses.

**Committee members that volunteered for this committee include: Carol Fragen, Joanne Mintz, Rob Moon**

### 5.7 Follow-up Items

	5.4 Task of	5.4 Due by
Confirm the policy of McCallum Theatre regarding COVID-19 vaccinations	Matthew Durkan	10/5/2021
Provide pre/post-event committee with the expenses for 2019 pre-event.	Kirstien Renna	10/5/2021

### 5.8 Marketing Overview- Matthew Durkan, Barbara Foster Monachino

Joanne Mintz made a motion to move this item to the October meeting. Carol Fragen seconded.  
Motion passed.

### 5.8 Follow-up Items

	5.4 Task of	5.4 Due by

### 5.9 Proposed Ad Hoc Committees or Sub-Committees – Matthew Durkan, Barbara Foster Monachino, Jane Saltonstall

Committee will choose which ad-hoc they would like to be a part of, and email Jane Saltonstall their choices.

### 5.9 Follow-up Items

	5.4 Task of	5.4 Due by
Email Jane Saltonstall with committee choices.	Entire committee.	10/05/2021

### 5.10 Communication and schedule of meetings – Barbara Foster Monachino, Jane Saltonstall

The Committee did not discuss this item.

### 5.10 Follow-up Items

	5.4 Task of	5.4 Due by

## 6. Future Agenda Items

There were no future agenda items proposed.

## 7. Adjournment

The Committee Chair adjourned the meeting at 3:51PM.

**Next Meetings: Tuesday, October 5, 2021, at 2:00 pm**