



Foundation Stepping Out for COD Committee Meeting Minutes for Tuesday, November 30, 2021

2:00PM

[Meeting Recording](#)

Meeting Participants

Voting Committee Members Present:

Barbara Foster Monachino (Co-Chair), Jane Saltonstall (Co-Chair), Joanne Mintz, Marge Dodge, Tom Minder, Diane Rubin, Leslie Usow, Rob Moon, Peggy Jacobs

Voting Committee Members Absent:

Carol Fragen, Diane Rubin

Guests:

Catherine Abbott, Theresa Maggio, Matt Durkan

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 November 30, 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 November 30, 2021 with any addition, correction or deletions.

Barbara Foster Monachino moved to approve the agenda. Joanne Mintz seconded. Motion carried.

3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – November 2, 2021.

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

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 November 29, 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 and Action Items

5.1 Ad Hoc Committee Reports

5.1.1 Sponsorships – Diane Rubin and Matt Durkan

5.1.1.1 Sponsorship revenue update

Matt Durkan gave an overview of the sponsorships. Total as of today is \$213k, which is almost half-way to the goal of \$500k. The committee discussed the deadline for sponsorships and Theresa Maggio suggested a date of February 1, 2022, as the deadline. Committee requested the names of all sponsors at each meeting. Matt (staff) will create a sponsorship spreadsheet to be shared on Google Docs in real-time. Committee suggested sending a reminder card to the people that have not yet sponsored, listing the current sponsors and levels that have been received. Committee noted that the change in the pre-party was not in the sponsorship materials, so suggested sending out a separate notification with this information.

Committee discussed sending an email with the "Save the Date" for the pre-party, and an email to all those that were sent a sponsorship packet but have not yet sponsored, giving them one more chance to be a sponsor. The deadline for sponsorships of February 1, will be included in this email. Committee discussed receiving multiple copies of the sponsorship packet. Catherine Abbott shared that the Foundation has been given 378 tickets for sponsorships and to sell. Committee discussed pricing structure for seating. Catherine to check with Kirstien regarding seating and pricing for tickets.

5.1.1.2 Sponsorship packet update (numbers) 600 printed, 100 set aside for business mailing. All sponsor packets were mailed out. Next newsletter can have the sponsorship form included. Committee asked that more packets be printed. Another sponsorship form will be sent with the January newsletter mailing.

5.1.1.3 Sponsorship packet follow-up procedure

Matthew asked the committee how they would like to proceed with following up with the people that the notes were written to. Committee would like for Matt to make all follow-up contact. Matt will notify committee members should they need to make any calls.

5.1.1.4 Business Sponsorships update – Matt and Rob Moon

Catherine shared that the list has been approved, and now discussing whether the Chamber of Commerce lists should be included in the mailing. Mailing to be sent by Competitive Advantage once approved.

5.1.2 Entertainment – Tom Minder and Matt Durkan

5.1.2.1 Billy Stritch on promotional materials

Tom Minder asked why Billy Stritch's name is not included on the promotional material. Committee asked Theresa Maggio to add to all collateral going forward.

5.1.2.2 Ground transportation update

Nothing to report.

5.1.2.3 Agua Caliente proposal update

Matthew spoke with the Executive Director of Philanthropy at Agua Caliente and was told they are not looking at proposals until January. Matthew then contacted the JW Marriott and is waiting to hear back from him. Rob Moon was directed to speak with Scott White to try and get rooms and offer advertising

opportunity in exchange. Catherine asked the committee to have a drop-dead date on hotels, as Foundation currently has the money to pay for hotel rooms and need to book ASAP. Committee agreed to reserve the rooms on December 15 at Agua Caliente, if no other hotel has agreed to the in-kind donation.

5.1.2.4 Other hotel proposals/requests

5.1.2.5 COD Students to perform – Catherine Abbott has a meeting on Monday and will have more details at the next meeting. Dakota Delatorre from the Learning to Lead program has expressed interest in performing.

5.1.3 Pre/Post Events – Joanne Mintz

The McCallum has said that green room is closed. Post-party will be in the Founders Room. Both pre and post parties require proof of vaccination. Post party invitations are for \$2500 sponsors and up.

5.1.4 Budget – Tom Minder and Barbara Foster Monachino

Nothing to report. Kirstien Renna will be asked to attend the next meeting.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
Compose sponsor list to share with committee (Google Docs)	Matt Durkan(staff)	January 4, 2022
Prepare a document with all sponsor names to be given to the committee at the monthly meeting.	Matt Durkan	Monthly
Rob Moon was directed to speak with Scott White to try and get rooms and offer advertising opportunity in exchange.	Rob Moon	January 4, 2022
Kirstien Renna will be asked to attend the next meeting.	Catherine Abbott	January 4, 2022

5.2 McCallum Suite Deals

McCallum will not allow food or beverage for the box seats (Suite Deal). The McCallum stated that they would offer the Founders Room to be used prior to the event to serve champagne to those who bought the Suite Deal. Committee discussed options including delivering champagne or a nice basket to the Suite Deal sponsors. A nice basket, delivered to the purchasers will be sent by staff.

5.2 Follow-up Items

5.2 Task of

5.2 Due by

Explain the circumstances to the Suite Deal purchasers	Catherine Abbott	ASAP
Put together baskets for the Suite Deal Sponsors	Juli Maxwell	March 15, 2022

5.3 Event Timeline – Matthew Durkan

Committee directed Matt to add deadline of February 1 for Sponsorships, booking of rooms by December 15, add dates for banners for the event, and book transportation by February 1. Remove “green room” reference. Add “responsible person” column to timeline. Committee asked to have the spreadsheet redone to make it easier to manage.

5.3 Follow-up Items

5.3 Task of

5.3 Due by

Add to timeline: Feb. 1- Deadline for sponsorships, December 15 – Deadline to book rooms for entertainer, Feb. 1 – Book transportation for entertainer, add dates for banners to the timeline, remove “green room” reference.	Matthew Durkan	January 4, 2022
Add “responsible person” column to timeline, re-do spreadsheet to make it easier to manage.	Matthew Durkan	January 4, 2022

5.4 Marketing Materials – Matthew Durkan and Theresa Maggio

5.3.1 Opening Event COD Video update

Theresa shared with the committee a slideshow detailing what the video will entail. Video will include “Dear Donor” segment, Student Dreams segment with upbeat “COD is Awesome” segment. Filming will begin at 8:30 am on Tuesday, December 7, 2021, and conclude by EOD on December 8. Theresa shared the outline for the video with the committee. Video will be approximately 3 minutes, and a 60-second, 30-second, and three 15-minute videos will also be produced to be used for different marketing tools. Theresa will share an example video

with the committee, via email.

5.4 Follow-up Items

5.4 Task of

5.4 Due by

Share sample video with committee.	Theresa Maggio	ASAP
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6. Future Agenda Items

Update on ticket sales on each agenda going forward.

7. Adjournment

The meeting was adjourned at 3:35 pm.

Next Meetings: Tuesday, January 4, 2022, at 2:00 pm