



Foundation Stepping Out for COD Committee Meeting

Minutes for Tuesday, March 1, 2022

**COD Foundation Conference Room
43500 Monterey Road
Palm Desert, CA
2:00PM**

[Meeting Recording](#)

Meeting Participants

Voting Committee Members Present:

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

Voting Committee Members Absent:

Leslie Usow

Guests:

Catherine Abbott, Matthew Durkan

Absent: Leslie USOW

Recorder

Juli Maxwell

1. Call to Order/Roll Call

The meeting was called to order at 1:01PM.

2. Action Items

2.1 Approval of Agenda: Regular Foundation Stepping Up for COD Committee Meeting of March 1, 2022 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 March 1, 2022 with any addition, correction or deletions.

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

3. Minutes

3.1 Approval of regular Foundation Stepping Up for COD Committee Meeting Minutes – February 1, 2022.

Rob Moon moved to approve the minutes as presented, and Jane Saltonstall seconded. The minutes were approved.

4. Comments from the Public

4.1 Comments from the Public: In accordance with Assembly Bill 361 and guidance from the California Department of Public Health on gatherings, remote public participation is allowed. Questions will be accepted by email to codfoundation@collegeofthedesert.edu and read into the record during public comment. Persons who wish to speak to the Board on any item not already on the agenda may do so at this time. There is a time limit of three (3) minutes per person and fifteen (15) minutes per topic, unless further time is granted by the Board. This time limit will be doubled for members of the public utilizing a translator to ensure the non-English speaker receives the same opportunity to directly address the Board, unless simultaneous translation equipment is used. Requests should be directed to the Foundation as soon in advance of the Board meeting as possible.

There were no comments from the public received.

5. Discussion and Action Items

5.1 Sponsorship Report - Matthew Durkan

5.1.1 Update on Sponsors

Matthew informed the committee that currently, sponsorship revenue is at \$373,481.00. This is money that is in and recorded. Ticket revenue is just over \$15,000. Total Revenue including written and verbal pledges is \$459,145.00 which is 92% of goal. There are outstanding potential sponsors and ads that need to be in by the end of TODAY. Event needs to raise another \$26,000 to reach goal.

Suite Deal Incidentals for Restaurant Gift Certificates - If we cannot have

food service in the suites, gift certificates will be given to the guests. Committee decided that sponsors be sent a letter approximately 10 days prior to the event, with all info regarding the event and pre-event, and ask for the names and contact information for their guests, with a reply card and envelope.

5.1 Follow-up Items	5.1 Task of	5.1 Due by
Ask Mitch if we can serve food/champagne in the suites	Cathy Abbott	ASAP

5.2 Ticket Sales Update – Matthew Durkan

5.2.1 Approximately 150-200 event tickets have been sold so far.

Complimentary tickets were offered to payroll deduction donors and retired teachers. Staff is keeping a list of those that RSVP. Committee to each start their own list of people that need to be invited and comped. 25 Tickets will go to the Theatre department. Committee discussed that one week before the event every COD student should be invited because the house will not be full. Other ideas were offering tickets to the volunteer students for the pre-event, or offering tickets to select groups of students. Catherine Abbott to speak to Dr. Garcia to discuss how to communicate this invitation to the students, possibly via social media or group text through the college. Committee also discussed releasing some of the better seats back to the McCallum to sell. Committee discussed a suggestion to go to local high schools and offer tickets to music students.

5.2.2 **Update on Advertising** – Palm Springs Life, Desert Sun – Matthew Durkan and Marge Dodge

Marge Dodge shared that she had tried to do advertising in the Desert Sun Giving section, but Theresa Maggio had told her to stand by, and the “Giving” article did not get into the publication. The Desert Sun will be running ads which have already started. Palm Springs Life advertised the event in their newsletter and an ad in their magazine.

5.2 Follow-up Items	5.2 Task of	5.2 Due by
Check with Dr. Garcia regarding method to reach out to students	Cathy Abbott	ASAP

5.3 Budget Overview – Kirstien Renna

Kirstien presented the budget to the committee. Expenses are low but will climb as we get closer to the event.

5.3 Follow-up Items

5.3 Task of

5.3 Due by

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5.4 McCallum MOU

5.4.1 McCallum’s responsibilities vs. Foundation’s

Tom Minder went through the MOU with the committee. Foundation is responsible for payment for the valet that McCallum provides. McCallum provides the food for the entertainer and the Foundation reimburses them. McCallum provides security. Committee noted that the event being advertised in the McCallum’s annual mailing, was not in the MOU this year. Next year this needs to be included in the MOU.

5.4 Follow-up Items

5.4 Task of

5.4 Due by

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5.5 Pre-Event – Joanne Mintz & Barbara Foster Monachino – Barbara reported that the planning is moving right along. CVRep will get a Crystal Sponsorship for the use of their venue. Event can have access to their marquis for sponsor recognition. Mask mandate may not be in effect if everyone is vaccinated. Vaccine checkers will be at the door. Anything that is sent out to sponsors here on out, needs to say that “proof of vaccination is required to enter”. 88 people on stage is capacity. Each sponsor can bring one guest, unless we are short on attendance, then the top sponsors will be allowed to bring extra guests.

5.5.1 RSVPs

We currently have 20 RSVPs for the pre-event. Committee needs to determine a cutoff for RSVPs. An email will be sent out again to request all attendees to RSVP and send proof of vaccination at that time. Will check with CVRep to make sure this will work for them.

5.5 Follow-up Items

5.5 Task of

5.5 Due by

Determine if CVRep would allow us to collect vaccine info prior to event.	Barbara Foster Monachino	ASAP
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5.6 Post-Event – Joanne Mintz

Joanne reported that committee would like to have the post-event in the Founders Room, which holds 80 people. The invite to this event should be addressed in the letter to sponsors, and a request for an RSVP. The food will be provided by the McCallum. Pre/Post ad hoc committee will make a decision on the catering.

5.6.1 Using COD Library as venue - update

This is no longer a consideration

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

5.7 Entertainment Update – Barbara Foster Monachino and Tom Minder

Tom reported that there is nothing to report. Master Class is at 11am the following day.

5.7 Follow-up Items

5.7 Task of

5.7 Due by

5.7 Follow-up Items	5.7 Task of	5.7 Due by

5.8 Event Timeline – Matthew Durkan

Matt went through the timeline with the committee.

5.8 Follow-up Items

5.8 Task of

5.8 Due by

5.8 Follow-up Items	5.8 Task of	5.8 Due by
Contact student ambassadors to be greeters at Main Event.	Matthew Durkan	03-22-2022

5.9 COD Video Update – Catherine Abbott

Catherine shared the new video with the committee. Committee felt it should be edited to include more student stories, and less board members. Committee discussed having a student that received money from the Emergency Fund speak, and also show some photos of the police and fire programs and also, talk more about what a community college does. Catherine to take these ideas back to Theresa Maggio for consideration.

5.9 Follow-up Items

5.9 Task of

5.9 Due by

5.9 Follow-up Items	5.9 Task of	5.9 Due by
Report to Theresa Maggio, suggested changes to the video.	Catherine Abbott	03/22/2022

5.10 Pre-Event and Main Event Scripts

Committee discussed speakers at the two events, and what will be said. Dr. Garcia will be attending and may say a few words, thanking the Foundation for what they do. Jane and Barbara will review the script and come up with their own version and review at the next meeting. Catherine Abbott will speak with Dr. Garcia about the format.

5.10 Follow-up Items

5.10 Task of

5.10 Due by

5.10 Follow-up Items	5.10 Task of	5.10 Due by
Draft script for both pre and main events	Barbara Foster Monachino/Jane Saltonstall	03/22/2022
Talk to Dr.Garcia about speaking at events.	Catherine Abbott	03/22/2022

6. Future Agenda Items Adjournment

If anyone has agenda items, please send to Juli Maxwell.

The meeting was adjourned at 3:50 pm.

Next Meetings: Tuesday, March 22, 2022, at 2:00 pm