



AD HOC/MATCH COMMITTEE MEETING MINUTES

Monday, April 15, 2013, 4:45 p.m.

15506 County Line Road

Spring Hill, FL 34610

Board Members Present: Pat McHugh, Chair; Bonnie Clark, Jim Cook, Gus Guadagnino

Committee Members Present via Phone: None

Committee Members Excused: Ann-Gayl Ellis

Staff Present: Danielle Berche, Jak Jakubauskas, Betsy Kier, Katie Nelson, Sherri Singleton

Guests Present: None

I. Welcome and Call to Order

Ms. Kier called this meeting of the Ad Hoc/Match Committee to order at 4:30 p.m.

II. Election of Committee Chair

Ms. Kier explained a new Chair must be elected and requested nominations from the floor. Mr. Guadagnino moved to nominate Mr. McHugh and Ms. Clark seconded. Ms. Kier requested additional nominations from the floor, hearing none, she requested a vote on the motion. All were in favor with no abstentions and the motion carried.

III. Review/Approval, Draft Minutes of March 25, 2013 Meeting

Mr. McHugh requested a motion to accept the minutes of the March 25, 2013 meeting as presented. Ms. Clark so moved and Mr. Cook seconded the motion. All were in favor with no abstentions and the motion carried.

IV. Discuss, Plan of Action – May/June Events

Mr. McHugh suggested the Committee consider other restaurants for “give back nights” as Applebee’s was not successful. Ms. Nelson reported that the Coalition is approaching local restaurants such as Papa Joe’s.

Mr. Guadagnino stated he had spoken with Ms. Lennox in regards to having an event with a big band theme at Heritage Pines.

Ms. Clark reported that she will be meeting with Ms. Ellis to work on the Spelling Bee event. They are recruiting other volunteers from Eckerd who participated in the last Spelling Bee and are interested in helping.

Ms. Kier informed Ms. Clark that the contract for the Slovene Lodge will be signed and the check prepared to deliver to the facility. Mr. McHugh requested menu ideas to begin planning.

Ms. Kier stated that someone has expressed interest in working on the Children's Art Show event.

Ms. Clark stated she enjoyed last year's wine tasting event and would be willing to co-chair the event this year with Mr. McHugh.

Mr. McHugh indicated he would also like to begin working on having a beer tasting event. Options such as beer trucks, the popularity of beer taps and finding locations that would allow alcohol were briefly discussed. Mr. McHugh explained his vision for the beer tasting would be a small tasting with small plates of food as craft beers are higher in alcohol content.

A possible golf event was discussed and Mr. Guadagnino inquired if it would be possible to piggyback a Coalition event with another group such as the Kiwanis or the Rotary.

Ms. Nelson updated the Committee on Crowdfunding and distributed the (attached) documents. She explained a short video and a compelling story would be created utilizing either children from one of the Coalition's centers or actors. She stated that once the video was posted to the website and raised \$100, it would be featured on Crowdfunding's main website. Ms. Nelson explained this company, Community Service Media, had created the Coalition's commercial for the Storybook Forest event.

Mr. Guadagnino remarked that if children from centers were used, the Coalition would require parental consent, but it would be less expensive than hiring actors. Ms. Nelson stated that a child would be used for the voice over. Mr. Guadagnino suggested contacting Community Service Media for a donation and Ms. Nelson informed him that the company sent representatives, for free, to the Storybook Forest event to shoot pictures for next year's commercial.

Ms. Nelson informed the Committee that the contract can be worked out with a minimum deposit of between \$100-\$200. Ms. Kier stated the Crowdfund Contract would be brought back to the May meeting for a second reading. Ms. Nelson stated that the Coalition would have to pay the production costs even if no donations were raised through this concept.

V. Public Input

None.

VI. Schedule Next Meeting Date – Monday, May 20, 2013

The next Ad Hoc/Match Committee meeting is scheduled for Monday, May 20, 2013 at 4:45 p.m.

VII. Adjournment

Mr. McHugh requested a motion to adjourn. Mr. Guadagnino so moved and this meeting of the Ad Hoc/Match Committee at 4:58 p.m. without further discussion.

Respectfully submitted,

Ramute “Jak” Jakubauskas
Administrative Assistant