



MATCH FUNDRAISING COMMITTEE MEETING
Monday, October 21, 2013, 4:45 p.m.
15506 County Line Road, Suite 103
Spring Hill, FL 34610

Committee Members Present: Dr. Bonnie Clark, Chair; Jim Cook, Pat McHugh

Committee Members Excused: Joan DeMauri, Gus Guadagnino

Committee Members Present via Phone: None

Coalition Staff Present: Danielle Berche, Jim Farrelly, Jak Jakubauskas, Sherri Singleton

Others Present: Karen Dove, Justin Lambert

I. Welcome and Call to Order – Dr. Bonnie Clark, Chair

Dr. Clark called the Match Fundraising Committee to order at 4:45 p.m. and welcomed Committee members.

II. Review/ Approval, Draft Minutes of September 16, 2013 Meeting

Dr. Clark requested a motion to accept the minutes of the September 16, 2013 meeting as presented. Mr. McHugh so moved and Mr. Cook seconded the motion. All were in favor with no abstentions and the motion carried.

III. Overview, Kiwanis Golf Tournament

Dr. Clark explained that she has received no information from the Kiwanis as of this date as to the amount of funds raised from the Golf Tournament.

IV. Update, Wine Tasting Event

Mr. McHugh reported he is still attempting to secure a musician for the event. Mr. McHugh was informed the Coalition has secured a donation of cheese from Cabot Cheese for the event and he recommended pairing the cheese with some wine for a gift basket for the silent auction.

Mr. Farrelly stated that more silent auction items are needed and Dr. Clark suggested that she prepare a request for items that Ms. Jakubauskas would then send to the Board of Directors.

V. Discussion, Local Celebrity Dinner Fundraiser (February - ?)

Mr. Farrelly explained this was his idea after he had read about another local celebrity dinner with waiters who are well-known in the Pasco community who had contributed to the success of the event. Dr. Clark stated she believes this event was hosted to benefit CARES and will try to discover how much was actually raised.

Dr. Clark stated that an event like this would require a connection with a local restaurant. Ms. Singleton shared that she has a connection with Brian's Place Restaurant in Hernando Beach.

VI. Discussion, Leadership Hernando Partnership – Ms. Karen Dove

Mr. Farrelly explained that Leadership Hernando had approached him to do a service project. The project will involve some improvements at two (2) local, Hernando-based child care providers. The Leadership Hernando team will spend half a day at each center and each center was chosen based on the applications that were submitted. Each center will provide the materials needed while Leadership Hernando provides the labor. The centers chosen were Mrs. B's and Bright Beginnings.

Mr. Farrelly introduced Ms. Karen Dove. Ms. Dove explained the Leadership Hernando team she represents may not fundraise or donate dollars, but can help create an annual fundraising event. Their goal is to help raise \$30,000 and to create long-lasting corporate support.

The idea the Leadership Hernando team created was "Dancing with Hernando Stars." They recommend holding the event at the end of February or early in March. They envision the event to include a silent auction and the "dancing stars" would be well-known individuals from the community who would help draw in crowds. Some suggestions for dancers were: Shirley Anderson, Royce Decker, Bonnie Clark, Tracy Echols, Lori Romano and Sandra Day. These individuals would have their own spheres of influence that could be included to help rally the dancing teams.

Ms. Dove explained that judges would be selected and the audience will have the opportunity to purchase score cards to also score the dancers. Tables could be sold to corporate sponsors who had staff dancing. Mr. John Leggio of John Leggio's Academy of Dance has agreed to partner for the event and has also agreed to provide a professional partner to the "dancing stars" as well as provide dance instruction. He has also agreed to sell tickets to the event from his academy.

The Palace Grand has agreed to participate as the location for the event and is currently working on food prices for the menu. A cash bar will be available as well as a band or a DJ. Additionally, 50/50 raffle tickets could be sold and either a Chinese or silent auction could be held.

Ms. Dove explained that Salon Halo in Spring Hill has agreed to be the hair and make-up sponsor for the dancers and tickets could also be sold from their salon.

Other potential sponsorship ideas include: event sponsorships at different levels, table sponsorship, ticket sales, and selling ads in the program book.

Ms. Dove is still in communication with a photographer for the event, but a date for the event must be finalized. She recommends having the event on a Saturday night. To market the event, she explained that *Hernando Today* will do a write-up of the event, there are Chamber opportunities, NCTV will partner with the Coalition and Spring Hill Now will also do a write-up. Ms. Dove also recommends posting the event on the Coalition's website and on Facebook.

Ms. Dove explained that Leadership Hernando cannot ask corporations for sponsorship dollars, but will be able to get appointments for Mr. Farrelly or the Event Chair to be able to speak with them directly. The team will be able to sell tickets to the event.

Ms. Dove explained the members of this Hernando Team are very excited about this event. The other team members are Mr. Justin Lambert with Oak Hill Hospital, Ms. Lori Howell of Regions Bank and Ms. Ryann DiBenedetto of Salon Halo. Their goal will be to create an annual fund raiser to set the Coalition apart from other non-profits and to help obtain corporate support and sponsorships.

A brief discussion followed regarding Board involvement with this event and finding someone from the Board to chair the event. As Ms. Dove will attend future meetings to help with the planning, Leadership Hernando will become part of the committee. Mr. Farrelly suggested the possibility of co-chairs for the event and in the event no volunteers from the Board step forward, he and Ms. Berche would co-chair the event.

Ms. Dove explained that the Leadership Hernando team has already met 3-4 times to plan this event and that having corporate sponsors buy into the Coalition's mission would be key. Mr. Lambert stated that other counties/cities have had events such as this and they have been very successful. He recommended choosing a date as soon as possible to secure the Palace Grand and the photographer.

Further discussion followed on ideas for judges, having eight (8) dancers perform two (2) dances and encouraging the dancers to invite their friends.

VII. Discussion, Revised – Plan of Action – December/January Events

Dr. Clark stated there have been no updates to the Plan of Action. She referred to Ms. Edna Lennox's list of potential ideas and Mr. Farrelly explained that with Ms. Lennox's help, the Coalition should be able to tap into some of the local retirement communities.

VIII. Public Input

None.

IX. Schedule Next Meeting Date – Monday, November 18, 2013 at 4:45 p.m.

The next Match Fundraising Committee meeting is scheduled for Monday, November 18, 2013 at 4:45 p.m.

X. Adjournment

Dr. Clark adjourned this meeting of the Match Fundraising Committee at 5:45 p.m. with no further discussion.

Respectfully submitted by,

Ramute “Jak’ Jakubauskas
Administrative Assistant