



**AD HOC FUNDRAISING COMMITTEE MEETING**  
**Monday, September 26, 2016, 10 a.m.**  
**Hallelujah Land Ranch**  
**Land O'Lakes, FL**

**Committee Members Present: Pat McHugh, Jessica Weightman**

**Committee Members Excused: None**

**Coalition Staff Present: Jim Farrelly, Jak Jakubauskas**

**Others Present: Liam McHugh and son Finnigan**

**I. Welcome and Call to Order – Mr. Jim Farrelly**

After a tour of Hallelujah Land Ranch, Mr. Farrelly called the Ad Hoc Fundraising Committee meeting to order at 10:30 a.m.

**II. Selection of New Chair**

The first order of business was to elect a new Chair. Ms. Weightman nominated Mr. McHugh and Mr. McHugh accepted the nomination.

**III. Review/Approval, Minutes from July 13, 2016 Ad Hoc Fundraising Committee Meeting**

Mr. McHugh requested a motion to approve the minutes of the July 13, 2016 Committee meeting as presented. Ms. Weightman so moved and the minutes were approved as presented.

**IV. Updates/Discussion, Future Events**

- **Spelling Bee**

The Committee discussed recruiting additional volunteers at the October Board meeting and possibly making this a Foundation event. Mr. Farrelly explained this may not be feasible as the Foundation's Chair, Dr. Bonnie Clark has just resigned from the Foundation and only a few members attend meetings on a regular basis.

Mr. McHugh is willing to contact Board members personally to invite them to participate. However, due to the possibility of Sunshine Law violations, Mr. Farrelly cannot recommend contacting current Board membership on a one-to-one basis. Instead, this should be done at a published meeting. He did recommend contacting former Board members such as Ann-Gayl Ellis, Dr. Bonnie Clark and Jayne Goldstein.

Ms. Weightman suggested that Board members should be requested to participate on specific details such as decorating or recruiting sponsors. Mr. McHugh also suggested contacting child care providers to participate as the event would directly benefit their centers.

Discussion continued on recruiting volunteers including contacting the local chambers. Mr. Liam McHugh inquired what assistance was required. Ms. Weightman replied obtaining raffle items, teams, and sponsors. Also discussed was obtaining children's artwork from various providers to auction.

The following responsibilities will need to be addressed:

- Food and drink - Mr. McHugh
- Location - Ms. Weightman
- Coalition banner and information table - Coalition staff
- Tables and chairs will need to be rented - Coalition staff
- DJ - Coalition staff
- Marketing
- Identify sponsors for donations/advertising
- Raffle prizes for silent auction
- Items for live auction - such as children's artwork

Mr. Farrelly stated the original teams from the first event will be contacted and Mr. McHugh suggested contacting the Times, WEDU and Bright House for advertising sponsorships. Ms. Weightman suggested selling ads for \$50 in a program book or selling logo space on a large banner for \$150 as well as renting a digital advertising truck as this may generate additional income.

A brief discussion followed about this being a Foundation event versus a Coalition event with the funds going to Match. Mr. Farrelly stated the Coalition needs to raise Match funds.

Mr. Liam McHugh suggested utilizing social media such as Twitter and Facebook to market the event. Ms. Weightman suggested having a silent auction as well as a live auction between spelling events to keep the audience engaged. Volunteers will be needed to recruit gift baskets including from interested providers who would list their center's name on the basket as a form of advertising.

Mr. Farrelly stated a flyer could be created by Coalition staff; however, staff members are not permitted to fundraise. Emails can be sent to providers and other contact lists, but staff may not phone potential sponsors.

A discussion followed on setting a preliminary date and time for the event. Ms. Weightman suggested starting the event earlier perhaps on a Saturday with set-up beginning at 7:30 am and the event could be held from 2 -5 pm. The gates to the ranch would open at 2 pm and the spelling bee could start at 3 pm. Mr. Farrelly stated that a good emcee is needed and perhaps a special guest emcee, such as a local celebrity could

be the co-host. Saturday, April 22, 2017 was the date chosen for the event from 2 - 5 pm and a live auction would be presented after each spelling challenge.

- **Night at the Brewery**

Mr. McHugh stated Brewery Night at Marker 48 is still being considered.

- **Trivia Evening**

Mr. McHugh suggested a trivia evening would be best in the fall/winter and suggested a possible date in the fall of 2017. Ms. Weightman suggested combining a trivia event with the Night at the Brewery.

The Committee discussed the fundraising goal of the Spelling Bee and believes the event can raise between \$15-25,000. Mr. McHugh suggested putting tip jars throughout spelling area as well as in the bar area. These funds would then be donated to the Coalition. Best team costume was also briefly discussed. Ms. Weightman stated she will recruit a few additional volunteers.

**V. Schedule Next Committee Meeting Date**

The next meeting date was scheduled for Tuesday, November 1, 2016 at 10 a.m. at the Coalition's Spring Hill office.

**VI. Public Input**

None.

**VII. Adjournment**

This meeting of the Ad Hoc Fundraising Committee was adjourned at 11:45 a.m. without further discussion.

Respectfully submitted by,

Ramute "Jak" Jakubauskas  
Administrative Assistant I