

GIRL SCOUTS HEART OF NEW JERSEY COMMITTEE/TASK GROUP MEETING MINUTES

COMMITTEE: GREAT COOKIE COOK-OFF
DATE: Wednesday, January 8, 2020
TIME: 7:00 pm
LOCATION: Westfield Service Center
CHAIR: Malissa Cass
PURPOSE OF MEETING: General Meeting

INVITEES / ATTENDEES:

| Name | Present |
|---------------------|---------|
| Dianna Beck-Clemens | no |
| Malissa Cass | yes |
| Mary Beth Dunn | no |
| Diane Genco | no |
| Natasha Hemmings | yes |
| Christina Karl | yes |
| Irene Laki | yes |
| Maureen McNamara | yes |
| Cecilia Ricks | yes |
| Deborah Stahl | yes |
| Mara Tolas | yes |

NOTES:

- Event Goals
 - Paying attendees – 200 people, \$15000 (5 registered to date)
 - Sponsorships - \$5000 (bestdressedplate at \$5000)
 - Silent Auction / Tricky Tray / Live Auction-\$12500
 - Wine Pull - \$1500 (75 bottles at \$20) (32 bottles to date)
 - Total Gross Revenue \$34000
- Chefs and Judges
 - 10 chefs confirmed, 3 maybes
 - 2 judges confirmed, 1 potential
 - Will be showcasing chefs on Social Media approx. 1 per week
- DJ / MC
 - Obtained 3 bids, will go with lowest at \$300
 - Cecilia made this contact and will act as liaison, Mara will finalize contract.
- Board Donation
 - Maureen will ask Board members for \$100 donation and a bottle of wine
- Auctions
 - Have received many items suitable for tricky tray baskets. Christina has been updating the spreadsheet
 - Still in need of “higher end” items for silent auction – suggestions include golf foursomes, vacation stays, show tickets, limo service etc

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- Live auction – looking for experiences for recipients and a guest. Natasha has several asks out
- Irene has volunteered to “package” tricky tray items and will coordinate this with Mara
- Wine Pull
 - Deb is working on obtaining wine but needs helps from committee
 - Not able to set up on line donations through a wine store like last year but this did not bring in many donations anyway
 - Asking committee and Board members to donate wine and / or approach local wine stores for donations
- PR Update
 - Will be in Sunday Star Ledger
 - Has been put on local TAPs, Patch, event calendars etc
 - Working on possible PSAs
 - Email blasts and press releases going out
 - Digital invites as well as hard copies are available for distribution to personal contacts
- Committee tasks
 - Help is needed at the event with set up, raffle ticket sales, wine pull, prize pick up etc. Mara passed around a sign up sheet
 - Wine donations needed
 - Silent and live auction items needed

MEETING DATES:

Thursday, January 23, 7:00 – call in

Thursday, February 6, 6:15 - Westfield Service Center before Fund Dev mtg

Thursday, February 27, 7:00 – call in

Thursday, June 4, 6:15- Debrief - Westfield Service Center before Fund Dev mtg

Thursday, September 3, 6:15 – Kickoff- Westfield Service Center before Fund Dev mtg

ANNOUNCEMENTS – UPCOMING EVENTS

- Young Women of Vision, September 18, 2020