

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

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**COMMITTEE:** GREAT COOKIE COOK-OFF  
**DATE:** Thursday, January 23, 2020  
**TIME:** 7:00 pm  
**LOCATION:** Conference Call  
**CHAIR:** Malissa Cass  
**PURPOSE OF MEETING:** General Meeting

## INVITEES / ATTENDEES:

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

## NOTES:

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- Event Goals
  - Paying attendees – 200 people, \$15000 (28 registered to date)
  - Sponsorships - \$5000 (bestdressedplate at \$5000)
  - Silent Auction / Tricky Tray / Live Auction-\$12500 (have approx. 111 items valued at approx. \$18000 – this is still less than last year)
  - Wine Pull - \$1500 (75 bottles at \$20) (39 bottles to date and 12 promised)
  - Total Gross Revenue \$34000
- Chefs and Judges
  - 12 chefs confirmed
  - 3 judges confirmed, 1 potential
  - Will be showcasing chefs on Social Media approx. 1 per week
- DJ / MC
  - Contract has been signed with Nix in the MIx for \$300
  - Will set up meeting with them prior to event to review equipment requirements and Run of Show.
- Auctions
  - A few more donations have come in including foursome at Galloping Hill and weekend Berkshire stay.
  - Still in need of “higher end” items for silent auction and live auction items
  - Irene will work to “package” tricky tray items

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- Will work to develop item list that can be shared on Social media to boost ticket sales
- Board Donation
  - Maureen sent email to Board members asking for \$100 donation and a bottle of wine
  - Next scheduled Board meeting is Feb 3. Hoping for responses at that time
- Wine Pull
  - Natasha's husband thinks he will be able to obtain a case
  - Still in need of wine. Ask is out to Board and committee members and Deb has several "feelers" out
  - Have obtained a few higher priced bottles
  - Will put together info for event re value (ie min value \$20, at least half valued at over \$30, 3 at \$100 value, etc)
- Ticket Sales
  - 28 tickets sold to date and 15 raffle ticket pre orders
  - Need to circulate event info with our personal contacts
- PR Update
  - Event info is up on local TAPs, Patch, event calendars, news media etc
  - Irene has offered to put it in a daily news briefing that they send out to 20000+ people. She will work with staff to get info in proper format.
  - Digital invites as well as hard copies are available for distribution to personal contacts
- Committee Member Commitment
  - All committee members are asked to continue to actively promote event and solicit auction items.
  - Goal – Each member to make minimum of 5 "contacts" before next meeting ie solicit auction items, contact local store re wine donation, get people to attend event, obtain live auction items, etc.
- Committee Tasks
  - Help is needed at the event with set up, raffle ticket sales, wine pull, prize pick up etc. Mara has sign up sheet.

## MEETING DATES:

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Thursday, February 6, 6:15 - Westfield Service Center before Fund Dev mtg (note: will be held around corner in museum)

Wednesday, February 19, 7:00 – call in

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

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- Board Meeting – February 3
- Young Women of Vision, September 18, 2020