

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

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**COMMITTEE:** GREAT COOKIE COOK-OFF  
**DATE:** Thursday, February 27, 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	Yes
Diane Genco	No
Natasha Hemmings	Yes
Irene Laki	Yes
Maureen McNamara	No
Cecilia Ricks	Yes
Deborah Stahl	Yes
Mara Tolas	Yes

## NOTES:

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- Event Goals
  - Paying attendees – 200 people, \$15000 (79 registered, 10 sponsor seats, 3 comp seats for judges)
  - Sponsorships - \$5000 (bestdressedplate at \$5000, Oak Knoll School \$1000, Peapack Gladstone bank \$1000)
  - Silent Auction / Tricky Tray / Live Auction-\$12500 (targeting 25 silent auction items and 20 tricky tray baskets, 44 pre paid raffle ticket strips sold to date totaling \$420)
  - Wine Pull - \$1500 (75 bottles at \$20) (53 bottles to date and 12 promised)
  - Total Gross Revenue \$34000
- Ticket Sales
  - Ticket sales are much lower than anticipated / targeted.
  - Several committee members emphasized that this is a good event but need support of members of all committees and board
  - Suggestions included
    - Everyone invite at least 1 person in their network
    - If can't attend – buy ticket and donate
    - Next year make sure have donation option
    - Conduct survey after event to attempt to find reason that ticket sales are so low
  - Need to continue this conversation at debrief meeting
  - **CONTINUE TO PUSH TICKET SALES** – Minimum guaranteed number is 125.
  - We need to have people in the room for auctions and wine pull to be successful

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- Auctions
  - Irene and Mara have been dividing up items between the silent auction and the tricky tray.
  - Irene has been putting together the auction baskets
  - Board donation is approx \$1000. Mara will purchase a get away auction package as in the past 2 years.
  - Discussed possible live auction and what could be auctioned. It was decided to keep large items as silent auction items. Live auction could consist of small items which would essentially just be a donation to GSHNJ. Also discussed auctioning lunch with Natasha. Mara, Natasha, and Malissa will discuss further and make final decision.
- Run of Show
  - Mara has put together a preliminary run of show which was shared with the committee
  - Mara has also reviewed run of show with the DJ
- Event Help
  - Committee help will be needed the day of the event in order to relieve the staff of some tasks.
  - Malissa will discuss needs with Mara and will circulate a “sign up” sheet next week

## MEETING DATES:

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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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- Young Women of Vision, September 18, 2020