

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

COMMITTEE: GREAT COOKIE COOK-OFF
DATE: Wednesday, July 22, 2020
TIME: noon
LOCATION: Conference Call
CHAIR: Malissa Cass
PURPOSE OF MEETING: Debrief Meeting

INVITEES / ATTENDEES:

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

NOTES:

- Preliminary Numbers from Event
 - Tickets sold (most were sold prior to event going virtual)
 - Single 22 (2019- 32)
 - Pairs – 58 (2019- 63)
 - Virtual event only - 7
 - Sponsorships - \$7000 (2019 - \$1000)
 - Auctions - \$7240 (2019 - \$8629)
 - Total Gross Revenue - \$24856 (2019 - \$21840) Expense reporting is pending final account settlement
- Auction
 - It was difficult to switch all items to silent auction on line
 - Packaging and repackaging was time consuming and didn't show off items to best advantage
 - Obtaining auction items is very time intensive
 - Cole Haan bag had the most bids and came closest to going for actual value
- Wine Pull
 - We have approx. 70 bottles of wine currently stored in Natasha's basement
 - Committee decided that rather than "store" wine it would be best to get some \$\$\$ for it through a Facebook silent auction

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- We are looking for 2 volunteers to spearhead this effort. Possibly Maureen's daughter and Mary Beth may also know someone.
- Need to confirm inventory, check value, set min bids and possibly develop "tasting notes"
- Consider combining several bottles of the lower priced wine into a 'mixed box' for the auction
- Committee discussed if wine silent auction should be connected with YWOV event.
- Decided that this auction could be "handed off" to Fund Development committee. Malissa will coordinate with Maureen, the committee chair

- Comments on Event
 - Event did well (better than most of us anticipated when we had to switch to virtual). Would event have done as well if had been virtual from start?
 - Format worked well
 - 3 chefs was a good number
 - Chefs did great job – created excitement - attendees left wanting to visit their establishments
 - Loved the music
 - Virtual event was able to reach a wider geographic area than an in person event

- Thoughts for Next Year
 - Will we be able to do an in person event in March of next year?
 - Should we look at moving event later in spring so could do an outside event?
 - Would it be possible to do some kind of combination of in person and virtual event?
 - Auction is very labor intensive. If we do one in the future, should consider having a volunteer take the lead on this
 - Auction items don't "show" well in baskets on line. If auction is on line, maybe set up an in person opportunity to preview the items

- Other
 - Still have \$1200 credit with Shackamaxon. Will check cancellation policy and put hold on March 11, 2021 – Thursday of GS week

MEETING DATES:

Committee will reconvene in the fall

ANNOUNCEMENTS – UPCOMING EVENTS

- Young Women of Vision, September 18, 2020 – Virtual?