

Irit Granger:

Hi, this is Irit Granger. Fundraising committee meeting. It's Tuesday, April 13th, 2021. It's 4:30, actually it's 4:32. And I'd like to call the meeting to order. And having done that, we're going to go right into executive session so we can do that right now. And then we'll be back.

Irit Granger:

Okay. Well, we're back after an executive session. It's now 5:06, and I'm going to go right ahead and make a motion to settle on the remaining fundraising events for the year which we just discussed. Which is the golf event on July 12th, the book sale, bags, and [bauble 00:00:24] sale, the weekend of August 15th, the golden ticket raffle on October 16th, and the holiday party all being well on December 4th. Do I have a second?

Dee Ratterree:

I second.

Dee Ratterree:

A second.

Irit Granger:

All in favor?

Dee Ratterree:

Aye.

Irit Granger:

Any nays? No? Motion passed. Okay. So before we do that, I wanted also to talk about the annual appeal timeline. Ashley, if you could remind us exactly what happens with that and date wise?

Ashleigh Blake:

Certainly. So the annual appeal goes out right after July 4th, which let's see, this year is on a Sunday. So it would be mailed out on the Monday just so that we make sure people are at home to receive it. So the letter and the return remittance envelope has to be ready for printing at the beginning of June.

Irit Granger:

And do we have everything in place for that to go ahead?

Ashleigh Blake:

The membership committee is working on finalizing the remittance envelope.

Irit Granger:

Right.

Ashleigh Blake:

And Mariah and --

Irit Granger:

We have a work on, sorry.

Ashleigh Blake:

Mariah and I will work on the letter.

Irit Granger:

Oh, okay. I thought we had the final drafts on both.

Ashleigh Blake:

You have drafts on the "thank you" letter. The actual appeal letter is constructed every year with the executive director and board president. So each year it's a little different.

Irit Granger:

Got it. Okay. Very good. Anything else on that? That we need to sort of understand regarding the timeline?

Ashleigh Blake:

I don't think so. Mariah is adjusting the envelope as per the requests from the last meeting and I will send that out to you when she sends it to me.

Irit Granger:

Oh, okay. And the "thank you" notes we've drafted too, so that's all. Okay, great.

Irit Granger:

So, the golf event. Lauren - time for the big talk.

Lauren Kenney:

Okay. [inaudible 00:02:36]

Irit Granger:

Yeah. Al's update - fill us in on it.

Lauren Kenney:

Yeah. Well actually he only sent it to you and me. So I'll send it to everyone else after the meeting. So did everyone see the email from Mariah that we can have alcohol at the golf event? It's okay.

Irit Granger:

Great.

Dee Ratterree:

Yey.

Lauren Kenney:

So, that's good.

Irit Granger:

That means we can actually mention cocktails and, no, we can not reference it, but we can have it. Okay.

Lauren Kenney:

Okay.

Irit Granger:

Got it.

Lauren Kenney:

So then what we would choose, is what we had originally that the golf club is throwing in for us two hours of beer and wine before dinner. But we can't talk about that.

Lauren Kenney:

[crosstalk 00:03:32] What?

Lauren Kenney:

So --

Laura Jagodzinski:

I believe that what the guidance that Mariah provided, was that if we were going to advertise or promote or suggest that there was alcohol included in the purchase of the ticket, then we would need to purchase a supplemental policy.

Irit Granger:

Ah, okay.

Lauren Kenney:

So we won't advertise it, we'll just provide it?

Lauren Kenney:

Yeah.

Ashleigh Blake:

Shouldn't have it printed on the ticket or in the press releases or the ad?

Laura Jagodzinski:

That's correct.

Dee Ratterree:

Just start a whispering campaign.

Lauren Kenney:

Okay. All right. Good.

Lauren Kenney:

Okay. So Al sent an email, which I'll send to everybody listing of a couple of potential sponsors. I mean, couple of potential things. People could sponsor. They cost us \$200 each and we could charge about 250, possibly. One is a whole.

Lauren Kenney:

In one contest, the cost is through like a golf insurance type company where we pay them the money and they provide signs and the prizes, if anyone gets to the hole in one.

Irit Granger:

What kind of signage?

Lauren Kenney:

Signs, at the holes where the.

Lauren Kenney:

hole in one contest is for each part three, which there are four at the golf course. So it'd be signs at each hole. I believe of saying what you could win if you got.

Irit Granger:

Oh, I see.

Lauren Kenney:

In that particular hole, one being a TV, one being \$10,000, one being some golf clubs.

Irit Granger:

Okay.

Lauren Kenney:

Different prizes for each of those holes.

Lauren Kenney:

Okay.

Lauren Kenney:

And --

Irit Granger:

... and that would be a \$250 sponsorship.

Lauren Kenney:

Right. Or whatever we choose, it would cost us 200. So whatever we choose to make.

Irit Granger:

Okay. Bringing the dog in. Okay.

Irit Granger:

... [crosstalk 00:05:55] Sorry.

Lauren Kenney:

No problem. And then the other is a putting contest, it's a fun event where everybody pays \$10 and they try to make a 10 foot putt during their rounds. And those who make the 10 foot putt return after the 18 holes during the cocktail party to try to get closest to the hole for a 25 foot putt. So everybody's gather around watching them. So it makes it fun and--

John Ehrenreich:

Tired and drunk.

Dee Ratterree:

And then--

Dee Ratterree:

[inaudible 00:06:46]

Lauren Kenney:

And then if anyone gets that, then they get to try for one 50 foot putt and they could win \$5,000 if they get it.

Dee Ratterree:

Has anybody ever gotten it?

Lauren Kenney:

I don't know.

Irit Granger:

Who runs the contest? Does Al do that?

Lauren Kenney:

Or one of us, I mean, basically he tells us exactly what needs to be done and someone's posted at that whatever hole and [crosstalk 00:07:18].

Irit Granger:

Okay.

Lauren Kenney:

Well, we'll run it at the end for the final part during the cocktail party. But whoever stationed at each hole or whatever, we'll have a person stationed at the holes to watch. And the insurance company requires us to videotape it, if anyone got it in because they have to pay out and they have to know it's true.

Irit Granger:

Oh, so you need a video taper.

Lauren Kenney:

Right. Well, just like a phone to video.

Ashleigh Blake:

Lauren, is that true for the hole in one's, two or no?

Lauren Kenney:

Yes, the hole in one and the potting. Right, both. Because nobody from the insurance company is going to be there. So we have to have a way to prove it.

Irit Granger:

So did I understand that there would be four sponsorships on the [whole 00:08:04]--

Lauren Kenney:

No, that's two sponsorships. One--

Lauren Kenney:

[inaudible 00:08:11].

Lauren Kenney:

... the one for the hole in one and the one for the putting contest.

Laura Jagodzinski:

There are three hole in ones?

Lauren Kenney:

There are four hole in ones, but it's all one sponsorship.

Lauren Kenney:

Oh.

Irit Granger:

Okay. So far, there are two possible sponsors--

Lauren Kenney:

... I mean, four spots where someone can get a hole in one and windows prize. Because it's only the part three holes in the course, which is in every hole.

Irit Granger:

Okay. But that's just one sponsor?

Lauren Kenney:

Right. That's one sponsor.

Irit Granger:

And then putting contest is another sponsor.

Lauren Kenney:

Right.

Irit Granger:

Okay.

Lauren Kenney:

And then another sponsor could be the cart that goes around giving everybody--

Lauren Kenney:

drinks cart. Yeah.

Lauren Kenney:

Right. Because we were going to be having that thrown in. But since we're allowed to have the cocktails, we choose that. I think it's a better choice of what they're going to give us for free.

Irit Granger:

Wait.

Lauren Kenney:

Refreshment cart?

Lauren Kenney:

Refreshment cart.

Dee Ratterree:

Refreshment cart. Yeah.

Lauren Kenney:

Wait, I thought we were getting that for free? Oh no, during the cocktail party.

Lauren Kenney:

If we were not doing the cocktail parties [crosstalk 00:09:19] either or I think it's a better deal.

Irit Granger:

Got it. And there would be assigned, each sponsor would get assigned somehow?

Lauren Kenney:

Right.

Lauren Kenney:

Okay.

Dee Ratterree:

How many people need to be at the golf club? By holes and stuff? That seems like a lot of people, but I don't.

Lauren Kenney:

We have to figure out exactly. I can't tell you for sure. But I mean, we did it with--

Irit Granger:

... besides you [inaudible 00:09:53].

Lauren Kenney:

Right. I'll figure that out.

Irit Granger:

Okay. Next.

Lauren Kenney:

And then there's another possible sponsorship for prizes. Prize sponsorship would cost about \$500 for a logo golf balls.

Irit Granger:

Oh. So that would not be a \$250 sponsor?

Lauren Kenney:

Right. That's \$500.

Irit Granger:

Okay.

Lauren Kenney:

And it costs about 450. So we'd be making \$50. If we got someone to sponsor that. They would get their logo or whatever logo they wanted on the balls that everybody would get.

Irit Granger:

Was that done last time too? Was that set up [inaudible 00:10:48]? That's a steep sponsorship, right?

Lauren Kenney:

Yeah.

Irit Granger:

Okay.

Lauren Kenney:

So those are the sponsorships so far. We've not been successful getting the car helped for the column one prize that like we did last time because it's out of state and it's not local to Sherman. And all the car dealers we've contacted are kind of hesitant because it's out of their territory or we contacted one closer to the golf course, then Sherman's kind of far and--

Lauren Kenney:

Their customers will be at the event. So no one's agreed to do it yet. If anyone will, I'll contacted a bunch of them, but so far it does look good. So, I mean, I don't think that makes a huge difference.

Irit Granger:

I think [inaudible 00:11:53] and Sherman that owns a dealership right over the state line here in Pine Plains. Oh, his name is Dave somebody he lives in River Oaks, I think.

Lauren Kenney:

Okay. Well that might be an option since it's in NY dealership.

Irit Granger:

He's not exactly an acquaintance of mine, but I can try and figure out his name.

Lauren Kenney:

Okay, try to figure out what the name of the dealership is and making contact him.

Lauren Kenney:

Okay.

Ashleigh Blake:

Is it McLean?

Lauren Kenney:

Yes. Yes. Dave McLean, you know him?

Ashleigh Blake:

I've met him in the past.

Lauren Kenney:

Yeah, McLean. And what is it McLean? What car company is? Do you know?

Ashleigh Blake:

I think It's GM.

Irit Granger:

You think it's GM? I was just about to say Ford, but really--

Ashleigh Blake:

... it might be Ford.

Lauren Kenney:

I was thinking it was Ford, but I could be mistaken.

Lauren Kenney:

And it's in Pine Plains.

Irit Granger:

I'm pretty sure it was Pine Plains. Ashley, is that what you recollect?

Ashleigh Blake:

Yeah, it's near Amenia. So it might be Pine Plains or--

Lauren Kenney:

... I'm pretty sure it was Pine Plains actually, because.

Lauren Kenney:

Okay, well I'll try to look it up and see.

Dee Ratterree:

Has anybody ever won a car?

Lauren Kenney:

Well, not anyone in our event, but I don't know. I'm sure somewhere, sometime it's not very likely, it's a hard thing to win. That's why they do it and it doesn't cost them that.

Dee Ratterree:

Yeah.

Ashleigh Blake:

It's McLane Ford of Millerton.

Lauren Kenney:

Ah.

Lauren Kenney:

Okay. Thank you. All right. [crosstalk 00:13:31] It's owned by someone who looks--

Irit Granger:

... not totally senile yet.

Lauren Kenney:

Okay.

Irit Granger:

But it's Millerton. Okay. All right.

Lauren Kenney:

We'll try to see. We'll contact them. And the guy's name is Dave McLane?

Irit Granger:

Dave McLane, yeah.

Lauren Kenney:

Maybe we can ask for him. All right. So just wondering, I think we should have something up on the website and an ad or whatever, press release soon so people can sign up.

Lauren Kenney:

Yeah.

Lauren Kenney:

So--

Lauren Kenney:

.. go ahead, Ashley.

Ashleigh Blake:

Just waiting on details. We put out the save the date on the e-newsletter, but people, the next step is people are going to ask pricing. What's included all of that and that has not been--

Irit Granger:

Well we have a draft press release and I think Al--

Lauren Kenney:

... I think [inaudible 00:14:30] al did that, right?

Irit Granger:

Al reviewed it to my knowledge, to my memory.

Lauren Kenney:

Yeah.

Irit Granger:

Maybe he could just confirm that everything that he reviewed then is still--

Lauren Kenney:

Okay.

Irit Granger:

... because I think you mentioned the car, so.

Lauren Kenney:

Right. Okay. Yeah. And we won't mention any cocktails or liquor or whatever.

Lauren Kenney:

Right. And Dee, the version that he would have seen is one that the massaged from a template.

Dee Ratterree:

I think Al has sent it to me. And it's not very massaged. Whatever I got was pretty good.

Irit Granger:

Right.

Irit Granger:

Al drafted it originally, right?

Lauren Kenney:

Right. Okay. So we'll look at that and I'm make sure it's all correct. And I'll just forward it to Ashley again.

Irit Granger:

And what did we--

Dee Ratterree:

I think I needed questions in big red letters in places that.

Lauren Kenney:

Right. Okay.

Lauren Kenney:

What did we decide finally was the price of the tickets?

Dee Ratterree:

\$250

Irit Granger:

275.

Lauren Kenney:

275.

Irit Granger:

275 but a thousand dollars if you buy four?

Lauren Kenney:

Right.

Lauren Kenney:

Okay. And how many do we need to sell?

Lauren Kenney:

60 minimum.

Irit Granger:

60 minimum?

Lauren Kenney:

I believe.

Lauren Kenney:

Maximum is what?

Lauren Kenney:

No. 60 minimum and 80 maximum.

Lauren Kenney:

Okay.

Lauren Kenney:

60 minimum is required by the golf course to run the event.

Irit Granger:

Right. And do people actually get a ticket or no? I mean is that, we need to--

Lauren Kenney:

... the last time we just put their name on a list and then when they arrive, we check it off.

Irit Granger:

Okay. So they don't get a--

Lauren Kenney:

... I mean, they just sign up on the website, they know they've signed up. Yeah. No ticket.

Ashleigh Blake:

We can send them a receipt email, obviously. Stating that with a reminder email and all of that.

Lauren Kenney:

Okay.

Lauren Kenney:

Or virtual ticket, a picture.

Ashleigh Blake:

Right.

Irit Granger:

Oh this is [inaudible 00:16:26].

Dee Ratterree:

Oh look, Hi. Stop eating things that are bad for you.

Irit Granger:

I know she's [crosstalk 00:16:34]. She's an Italian water dog. Okay. Okay. So,

Lauren Kenney:

And then we still have which we discussed last time, the hole sponsors \$125 each, which we were hoping everybody would sell one, all the board members.

Irit Granger:

Well, this is one of the things I wanted to talk about because with the board, I think that, I mean, I would suggest that we ask every board member to either get a sponsor or be a sponsor. Or so we'll take it, one of the three anyway.

Lauren Kenney:

Right.

Irit Granger:

So do you think that's fair? Everybody?

Lauren Kenney:

[inaudible 00:17:19].

Dee Ratterree:

Well, you mean sponsor a hole or sell a ticket?

Lauren Kenney:

Well, if everything is--

Dee Ratterree:

... [inaudible 00:17:28] a whole. Okay I think buy a ticket is sell.

Irit Granger:

No, no, no. I didn't not say, buy a ticket. It's one of either sell a ticket--

Lauren Kenney:

... someone to buy a ticket, right?

Dee Ratterree:

Exactly. But maybe we just ask the board to get sponsor, a whole sponsor. Everybody get one whole sponsor for--

Lauren Kenney:

Right. That's what we discussed before.

Irit Granger:

Does everybody think that's a good idea?

Dee Ratterree:

Sure. I mean, there's a hole sponsor can really sponsor the PG. Does it have to have any prize or anything? Its just you pay the money?

Lauren Kenney:

No. You just pay the money and you get on the sign at the hole, like this person's sponsored this hole, if it's a company.

Dee Ratterree:

[inaudible 00:18:12] not going to want his name on the sign, but he will want PG Wodehouse. So, that's fine.

Lauren Kenney:

Whatever, I guess.

Irit Granger:

And there are 18 wholes?

Lauren Kenney:

Yes.

Dee Ratterree:

And how much was the hole sponsor?

Lauren Kenney:

\$125.

Lauren Kenney:

I mean, usually you get company--

Irit Granger:

I got you the River Oaks donation. How is that handled?

Lauren Kenney:

Yeah, well that's just an auction during dinner that Al will perform live and we're going to ask a quick or hill song. And also Hollow Brook was giving us two rounds to raffle off.

Irit Granger:

And Al will be the auctioneer?

Lauren Kenney:

Yeah. He's good at that.

Irit Granger:

And what happens if it rains? It's still happens the event?

Lauren Kenney:

Yeah, I guess. I mean, if it's bad rain, they will postpone it, give us a rain date, whatever, but they don't ever tell you ahead because they really try to have it. So elephants really bad.

Irit Granger:

It's like Summer camp this year. Has everybody heard the news this morning? It's like eating outside and playing outside and everything outside.

Lauren Kenney:

No matter what, right?

Irit Granger:

No matter what. Okay. Ashley, do you have what you need to put on the website at this stage? Or what else would you need?

Lauren Kenney:

Well, we'll go through that list again. Make sure it's all correct. And send it back to Ashley.

Irit Granger:

The press release.

Lauren Kenney:

And that those kinds of details, which is what you'll use, I guess, for whatever.

Ashleigh Blake:

Yes. So obviously there's a flyer that will be featured on the website and we'll also go out and do newsletters and can be posted wherever around town, where board members want to post them. There will be on the fundraiser page. There's a description. And once we've solidified, there will be links to that flyer for full description in any verbiage. And there'll be a link to square, to buy tickets, right from there as well.

Ashleigh Blake:

And that purchasing link can also be included on the e-newsletter and all of that. I can create a link that goes right to that. So if they want to buy a ticket, they just click it and buy it. I've just been in a kind of holding pattern, waiting for the details because once we start advertising it, they're going to want to take the next steps. And if we didn't have the information, now that we do, you can supply me with that. I can send you a finalized flyer,

Lauren Kenney:

Okay.

Ashleigh Blake:

It's three quarters done, but I wasn't sure how much more information we were going to provide.

Lauren Kenney:

Yeah. Right. We were kind of waiting for the alcohol.

Irit Granger:

Lauren, forgive my ignorance. I'm not much of a golf player, but for individuals buy a ticket that don't know each other. I mean, do they just get grouped together or how does it work?

Lauren Kenney:

Yeah. I mean, a lot of times people will get their friends. So it's a foursome, they know everybody. That's kind of what you encouraged, but out last time of single signed up and AI paired them up and that's fine.

Irit Granger:

Okay. Okay.

Lauren Kenney:

Yeah. Well, I mean, most people come with their friends and it's a foursome,

Irit Granger:

Right. Or with one friend?

Lauren Kenney:

Yeah.

Irit Granger:

Yeah, okay. All right. So we know what we have to do, right?

Lauren Kenney:

Yup. And then I guess at the board meeting, I'll present a list of all the things that can be sponsored in the price. So all the board members could start trying to sell sponsorships.

Irit Granger:

Good. And we're going to ask them everyone to sell a sponsor, a hole sponsor, right?

Lauren Kenney:

Right.

Irit Granger:

Or to be one?

Lauren Kenney:

Right. Well, it's kind of selling the tickets to the holiday party if you want to pay for them all, or if you want to sell them. Yeah.

Irit Granger:

Okay. Sounds great.

Lauren Kenney:

I mean, the best to try to sell it to companies because companies would benefit the most from having their name there. The sign on the whole, like an advertisement.

Irit Granger:

Right. And when do we need with the sponsors? When do we need to know them by so that they can get their signs?

Lauren Kenney:

Well, Ashley had a resource to get the signs printed at a better price than we did last time. So however long that takes do you know.

Ashleigh Blake:

Yeah, staples but they'd like some advanced notice to get the cheapest price I'm making turn around quickly, but we'll pay for that. So I would say, let's see July 14th, I'd say by June 14th, to give us a month.

Irit Granger:

A whole month?

Ashleigh Blake:

I mean we could cut it a little closer. I'll have to do some research on what their turnaround is, but we can't be like "Last minute, let's do these all and shoving them through." And it's one for each thing. So they're each special, it's not like we're getting 10 of the same sign to distribute around town. I mean they'll probably have a uniform look, we'll create something that says Sherman library, golf tournament, sponsor, and then the name gets changed each time. So we're--

Irit Granger:

You know how many people you think you need by the time we meet at the next board meeting?

Lauren Kenney:

I could try to do that. Yes. When's the next board meeting?

Ashleigh Blake:

It's on 19th.

Lauren Kenney:

You know what? I'm not going to be at the next board meeting.

Irit Granger:

Oh.

Lauren Kenney:

I'm flying home on that day.

Dee Ratterree:

Well you can just give the information to one of us.

Lauren Kenney:

Yeah. Okay. I'll give it to Irit if you want or,

Irit Granger:

Okay.

Lauren Kenney:

Okay.

Irit Granger:

Okay, because I think in addition to asking for hole sponsors, we should ask for volunteers for the day, right?

Lauren Kenney:

Right.

Irit Granger:

Okay. All right. Well thank you very much, Lauren. Work still to do, but very well organized. Thank you.

Lauren Kenney:

Okay.

Irit Granger:

Okay. So let's see, when are we going to start selling tickets though? Just want to--

Lauren Kenney:

As soon as the website's up, as soon as we get the information to Ashley and she puts it on the website and then we'll have a link to pay right there.

Irit Granger:

Okay.

Lauren Kenney:

And I think we need to do that simultaneously. So if someone sees it, they just sign up right then instead of having to come back.

Irit Granger:

Right. So we really want to try and get that done sooner.

Lauren Kenney:

Yeah. Okay.

Irit Granger:

All right. Very good. I don't think there's anything else that we've been going to talk about so we could just set a date for the next meeting.

Irit Granger:

Ashley, what might be available in, should we meet in about three weeks time again?

Ashleigh Blake:

Sure. Let's see.

Lauren Kenney:

That would bring us to May 4th.

John Ehrenreich:

May fourth.

Ashleigh Blake:

May 4th?

Lauren Kenney:

Yeah.

Ashleigh Blake:

We have a children's program at 4:30, that runs about an hour. So before that or after that?

Lauren Kenney:

What about the fifth then? Cinco de Mayo that maybe you have a similar thing.

Ashleigh Blake:

The fifth, we have a program at night. High speed trains in Asia. How about the third? Monday on the third?

Lauren Kenney:

Oh, there's a membership meeting that week on the sixth.

Dee Ratterree:

Yeah.

Irit Granger:

Maybe that's too much for that week.

Ashleigh Blake:

Would you prefer May 11th and do it at 4:30 again?

Irit Granger:

Let's do that. That sounds good to me. Does that sound good for everybody?

Dee Ratterree:

I thought we have a board meeting on the 10th. That's clearly wrong.

Dee Ratterree:

Yes, that's right. The 11th we're talking about.

Dee Ratterree:

Okay. We have a board meeting on the 10th, the 11th would be fundraising?

Lauren Kenney:

Yes.

Lauren Kenney:

Let me just look at my calendar? [crosstalk 00:26:27]

Irit Granger:

Is that too much having it be the day after?

Laura Jagodzinski:

I'd suggest if you're just handling logistics and you get the meeting organized, you can get through the meeting in under an hour.

Irit Granger:

Okay. And maybe it will just be a strategy session perhaps.

Laura Jagodzinski:

I think you're just going to wind up discussing logistics for the golf because all of your strategy for the rest of this year is complete. So you rest the logistics discussions.

Irit Granger:

Okay. All right. So, so we'll keep it then for May 11th.

Lauren Kenney:

Okay.

Irit Granger:

4:30 guaranteed to be a brief meeting.

Lauren Kenney:

Okay.

Dee Ratterree:

Okay.

Irit Granger:

All right. But Lauren, your presence is mandatory.

Lauren Kenney:

All right. So far I'm good.

Irit Granger:

Can I have a motion to adjourn?

Dee Ratterree:

I so move.

Irit Granger:

Are we all in favor? And it's 5:33. So at least it was just an hour right? Next for 45 minutes.