**Gala Committee Meeting Minutes**

**May 9, 2017**

**Attendees:** Barbara Aaron, Erum Randhawa, Pam Verney, Cara Hardacker, Carol McCabe, Garlinck Dumont, Artila Lubonja, Paige Abrams, Deb Shulansky, Abby Woodhouse

**Updates**:

* Meghan Sweeney Burns has moved from the Gala Committee to the Honorary Gala Committee.
* Delamar has been officially confirmed as our venue on Thursday, 11/30 at 5:30 PM.
* Dornenburg | Kallenbach Advertising is providing pro-bono services for graphic design of the Save the Date, Invitation and other collateral materials.

**Ticket Price:**

* Paige asked the committee to share their thoughts on increasing ticket price from $150.00 to $160.00.
* Committee members feel that it’s not worth it to raise the price. $150 is an easier sell and feels materially different than $160.

**Program Book Advertisements:**

* Question raised whether or not to continue with program book advertisements—are they valuable to businesses or attendees?
* Committee feels that ads clutter up the book and don’t add much value.
* Possibilities for this year: taking ads out of sponsorship packages and asking businesses to buy them in addition to the package, only having advertisements for in-kind donations to the Gala.

**Auction**:

* Auction items will be listed in the program book this year—both silent and live.
* Pre-auction online bidding and mobile bidding was discussed and will be looked into costs/options. Might need to consider for 2018 Gala.
* We will list all auction items online on our website before the event and in an email to Gala attendees to build hype for the auction.
* Live Auction Item: we received our first live auction item from Mark and Diane Roach. One week stay on Hilton Head Island in a 3 bedroom home.
	+ Other suggestions: Ocean House (if someone has contact), David Mester’s house in Sarasota (just learned David no longer has the place), Bill Howard’s house in Antigua
* Silent Auction item: a few items have been committed already. Paige will send updated auction list.
	+ Other ideas: Bounce house package (Abby), mini golf or bowling packages, Delamar spa package, Real Art Ways, sports tickets, LEGO Experience, in-home dinner party (Cara’s husband)
* Additional auction elements:
	+ Wine pull: ask individuals to bring in wine or solicit from Total Wine
	+ Teddy Bears: committee consensus was to create a new bear each year for “collectors.” The bears and giving tree did great last year-- $6 per bear for us, resold for $20.
	+ Ceramic CLC ornaments—could be used as tags for the Giving Tree or wine pull
* Auctioneer: Barbara and Deb both suggested Gary Katz.

**Sponsors:**

* Paige will update sponsor letter/form and send it out to the committee to start soliciting.

**Evening Program:**

* Video: these services would need to be donated, and it might be difficult to find enough content for a video
* Having past clients speak is a possibility.
* The consensus was that a children’s choir might be more suited for when people are entering the Delamar rather than during the program.
* Justine will be speaking, and other speaking will be streamlined as we are not honoring anyone.

**Save the Date:**

* Dornenburg | Kallenbach is working on the Save the Date concepts. The goal is to drop the Save the Date in the mail by June 1.
* Please send Paige mailing addresses for friends and colleagues who should receive a Save the Date and Invitation. We need to expand the mailing list for Save the Date with new individuals and businesses.

**COMMITTEE ACTION STEPS**

* Email Paige mailing addresses for Save the Date by Monday, May 15, 2017.
* Send Paige the businesses/individuals you plan to solicit for auction items. Please continue to provide updates to Paige to avoid the same business/individual being approached multiple times for CLC Gala. Also, if you have an idea, but not sure how to go about securing, please be sure to share idea.
* Please review updated corporate sponsor prospect list and provide Paige with updates.

**INDIVIDUAL COMMITTEE MEMBER ACTION STEPS**

* Barbara will reach out to video contact to discuss donating services.
* Deb will contact Talcott Mountain Science Center to explore students performing as guests arrive.
* Paige will contact Backbeat City to explore children’s choir to perform as guests arrive.

NEXT MEETING DATE/TIME – Tentatively May 31, 2017, 4:30pm.