
NON-PROFIT MEETING AGENDA



Location: Zoom Meeting

Date: Thursday, January 18th, 2024 (16 Weeks Out)

Time: 7:30pm (PT)

TOPICS TO BE DISCUSSED:

I. OPENING

- Introduction
- Meeting Goals

II. ATTENDANCE

- Mickelina Monico
- Mark Monico
- Mary Piraro
- Kenny Piraro
- Denise DeMartini
- Theresa DeMartini
- Nicole Dozier
- Angie Hannagan

- Tori Kott
- Kelly Monico-Love
- Janet Monico
- Angie Osborne
- Steve Osborne
- Shelaine Prince
- Karen Rozendahl

Sub-Committee Member

- Mason Hannagan

SPECIAL GUEST

- Kaci Massie - Auction Event Solutions

ABSENTEES

III. AGENDA APPROVAL

- Review Agenda
 - Requests for Any Additions
 - Vote to Approve Agenda

IV. PREVIOUS MEETING MINUTES

- Review Minutes
 - Vote to Approve Minutes

V. FINANCE

- Review Current Account Balance

VI. OLD BUSINESS

- My Race Pass Update - **SEE BELOW**
- Nationwide Outreach
- RFR 2023 Shirts have been sent to St. Jude, along w/ Mickelina's hero card and info about Race for Research.

VII. NEW BUSINESS

➤ Kaci - Auction Event Solutions

- We will have four staff this year!
- Kaci and Team arriving Thursday - Onsite Friday Morning
- Discuss Celebrity Waiter Tips

➤ Celebrity Waiter Update

- Current Celebrity Waiter Count
- Email Communication Sent to Waiters
- Mother's Day Basket Deadline - May 1st

➤ Table / Sponsor Ticket Sale Update

➤ Current List of Auction Items

➤ Any New Auction Items?

➤ Banquet Presence

➤ Social Media Activity (Waiter Spotlights, Auction Items, Deposit Details)

➤ Update from meeting w/Lauren @ Hilton Garden Fairfield Inn

➤ Update from meeting w/Freddie Silveria - Auctioneer

➤ Schedule Work Day @ Mark/Mickelina's - End of March / Early April

➤ Reminder... Book Your Hotel Rooms!

VIII. OTHER ITEMS

➤ Open Discussion

IX. ADJOURNMENT

OLD BUSINESS - MY RACE PASS COMMUNICATION

Thinking about your event, I want to keep in mind that any dollars spent on marketing need to be spent as efficiently as possible. To that end, I think a relatively narrow geographic target makes sense. Given we do not need a campaign covering several states, I think we could run something for \$200/month for February, March, and April. In addition, I would want to do a feature article on MyRacePass.com, SprintSource.com, and in our Newsletter. Total (heavily discounted) budget would be \$600. I would break out the impressions as follows:

Web Banners (geo-target): 25,000 impressions/month

App Banners (geo-target): 25,000 impressions/month

Native Advertising (I would consider nationwide for this): 20,000 impressions/month

In the content piece, I would want to highlight the story about the background of the event but also ask companies/drivers in our industry to help out with auction item donations.

What do you think?

FUTURE MEETINGS

Thursday, February 15th

Thursday, March 7th

Thursday, March 28th

Thursday, April 4th

Thursday, April 11th

Thursday, April 18th

Thursday, April 25th

Thursday, May 2nd

Tuesday, May 7th - *Last Meeting Prior to Event!*