

NON-PROFIT MEETING MINUTES FOR



I. OPENING

President: Mickelina Monico

Date: Thursday, January 18, 2024

Time: 7:30pm (PT)

Location: Zoom Meeting

- Mark/Mickelina called the meeting to order.

II. ATTENDANCE

ATTENDEES

- Mickelina Monico
- Mark Monico
- Mary Piraro
- Kenny Piraro
- Denise DeMartini
- Theresa DeMartini
- Nicole Dozier
- Tori Kott
- Karen Rozendahl
- Janet Monico
- Angie Osborne
- Steve Osborne
- Shelaine Prince
- Kelly Monico-Love

Sub-Committee Member

- Mason Hannagan

ABSENCES

- Angie Hannagan

III. AGENDA APPROVAL

- Review Agenda
 - **Committee Vote:**
 - **Motion to Approve By Mary Piraro**
 - **Seconded By Theresa DeMartini**
 - **APPROVED UNANIMOUSLY**

IV. PREVIOUS MEETING MINUTES

- Vote to Approve Minutes from 12/21/2023
 - **Committee Vote:**
 - **Motion to Approve By Mary Piraro**
 - **Seconded By Theresa DeMartini**
 - **APPROVED UNANIMOUSLY**

V. FINANCE

- Account balance is \$3,923.28

VI. OLD BUSINESS

- Race for Research
 - Mickelina reminded everyone to stay focused on the event. With what has happened to Dixon, we just need to remember that the Race for Research Event is where we raised our money for St. Jude and we all need to continue to move forward; even if it means we don't have a race the day after our event.
 - Karen suggested we clarify for those wondering about a race.
 - Mark stated we all need to remember that we don't need a race tied to Race for Research to make it successful. The biggest challenge is not having the race track to promote our event every weekend.
 - Mickelina will continue to increase our social media posts, which should hopefully help and also minimize any further questions.
- My Race Pass
 - Mark discussed conversation with My Race Pass and shared feedback and possible marketing opportunities. Since the cost of this would be an expenditure of \$600, the committee needs to discuss and vote as to whether or not we should move forward.

- See below email from Jim at My Race Pass:
 - *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.*
- **Committee Vote:**
 - **Motion to Proceed By Denise DeMartini**
 - **Seconded By Steve Osborne**
 - **APPROVED UNANIMOUSLY**

➤ **Nationwide Outreach**

- Mickelina updated the committee about the meeting w/St. Jude Indy.
 - There are talks about St. Jude having an event in Indy.
 - Mickelina talked to them about the possibility of partnering with them in the future; possibly a couple of years down the road.
 - St. Jude stated if we are interested in having an event in Indy to proceed and hopefully in the future we could work together.
 - We currently have a contact for a track promoter in Indy.
 - We will see how we can possibly make this work after our May event, as our goal is to expand Race for Research Nationwide.

➤ **RFR 2023 Shirts**

- The remaining shirts have been sent to St. Jude, along with Mickelina's Hero Card. They will be distributed to patients at St. Jude Hospital.
- Mark stated they are still working with St. Jude to try and get a patient / parent to come speak at our event. It's difficult, but we will keep trying.

VII. NEW BUSINESS

➤ **Kaci - Auction Event Solutions**

- Kaci and team are looking forward to our event this year; they will have four of them at the event.

- The team will be arriving Thursday night; instead of Friday afternoon like last year. They will be available to assist us starting Friday morning.
- Kaci has worked with Freddie (our Auctioneer) and stated he is fun and gets the crowd involved. He will be great for our event!
- Discussed Celebrity Waiter Tips and how we can make the process easier this year:
 - This year Kaci will work off “list of drivers” (celebrity waiters); not table numbers.
 - One of Kaci’s team members will be a banker for Celebrity Waiter Tips; while Kaci inputs cc tips. This will make the process much faster.
 - Discussed moving to another location to count cash. Kaci can bring an extra computer hook-up if we can set them up at another location.
 - Mary suggested moving them to the driver room; which we can convert after the drivers eat, to the check-out room.
 - We can set-up a table for drivers to drop off their tip jars (each driver's name will be on a table where they can walk in and place their tip jars.)
 - Kaci suggested tips end prior to the LIVE Auction starting.
 - Make sure M/C and Freddie announce the tips non-stop; need to make Freddie aware of the tip jars and what they brought in last year.
 - Discussed check-in process:
 - Possibly move the check-in location more toward the front; alongside the walkway by the front door (across from the bar).
 - This would give more room for Kaci and team and guests as well.
 - They will have three team members w/three computers checking in guests and one team member will be distributing bid numbers/programs, etc.
 - Need to make sure we have as many names/info on each RSVP; this will help the check-in process.
 - Discussed adding a sign / banner directing guests to the registration table.
 - Kaci will bring labels and numbers for auction items, in addition to extra supplies; like envelopes, rubber bands - she will be ready for the cash this year.

➤ Celebrity Waiter Update

- We currently have 40 waiters signed up.
- Confirmation emails have been sent.
 - 20 out of 40 drivers have confirmed. Mary will continue to send out emails weekly.
 - Email includes information about the event and Mother’s Day Items for Silent Auction; which are due by May 1st.
 - Committee members can pick-up at other race tracks if necessary.
 - Theresa even stated items can be picked up if necessary.

- We will add this information to Social Media as the deadline approaches.
- Table / Sponsor Ticket Sale Update
 - We currently have 47 Tickets sold.
 - “1” Champ Table / “3” Checkered Flag Tables
 - Of these, one table is paid in full and the remaining three we have deposits for.
- Current List of Auction Items
 - We currently have “55” Items Total
- Any New Auction Items
 - Tori stated she has gotten a bottle of wine from a winery in Napa donated; valued at \$300.00. She has been targeting wineries and restaurants in Napa and is hoping to get some response and perhaps will be able to make a basket. She also worked on her list and sent requests out to everyone.
 - Mark and Mickelina have gotten a cooler from Les Schwab, have someone who donated a signed Kiddle jersey and Janet got three more Christmas trees donated.
 - Theresa is working on sending out requests to all the electric scooter companies.
 - Kelly’s friend from Hawaii is sending a donation of jewelry.
 - Mason suggested maybe an Indy experience or tour. He will look into this.
 - Mark reminded everyone that if we all get one item per meeting we will have over 100 items by May 10th.
- Banquet Presence
 - We will set-up a Race for Research table at the Dixon Banquet. This will be one good push with drivers before the event.
- Social Media Activity (Waiter Spotlights, Auction Items, Deposit Details)
 - We will be posting lots moving forward; waiter spotlights, auction items, ticket/sponsor and hotel info.
- Update from meeting w/Lauren @ Hilton Garden Fairfield Inn
 - Mickelina and Mary had a meeting w/Lauren at Hilton last week to touch base and start event planning.
- Update from meeting w/Freddie Silveria - Auctioneer
 - Mark updated the committee on last night’s meeting with Freddie Silveria, our auctioneer.
 - Freddie provided us with some unique ideas for auction items:
 - Suggested we work on sponsorship level opportunities for the event. Anyone who participates gets their banner on the stage, bar, etc...

- Possible LIVE Auction item that doesn't cost much is a dinner with a professional chef at someone's house.
 - See if you can find someone that has a house / rental in Tahoe, Carmel, etc...
 - Food Trucks are another great auction item.
 - Fire Department visit and party for kids is another great idea.
 - Freddie said we all need to think outside the box! Sometimes the simplest of items can bring in the most money.
- Schedule Work Day @ Mark / Mickelina's - End of March / Early April
 - We will set a date / time and let everyone know.
 - Reminder... Book Your Hotel Rooms!
 - If you haven't done so already, remember to book your rooms at the Hilton using Discount Code: RACE24.

VIII. OTHER ITEMS

- Open Discussion
 - NEXT MEETING - **Thursday, February, 15th @ 7:30 pm**
 - See last page of agenda for future meeting dates.

IX. ADJOURNMENT

- Meeting Adjourned @ 8:56 p.m.

Submitted by: [Mary Piaro](#)

Print Name/Title: Mary Piaro, Treasurer

Approved by: [Kenny Piraro](#)

Print Name/Title: Kenny Piraro, Secretary

Approved by: [Mickelina Monico](#)

Print Name/Title: Mickelina Monico, President