



2012 SJOA Dinner Auction Committee February 3, 2012 Meeting Minutes

In attendance:

Andi Simon (Co-Chair)	Kristen Basarich	Lori Hughes	Kathleen Traudt
Ali Schweitzer (Co-Chair)	Tammy Yundt	Wendy Schmit	Holly Cerveney
Jen Sturm	Heidi Hlavachek	Jessica Lasecki	

Kick-Off Announcements

- **Announced Goal:** Raise a net \$80,000 for SJOA School & Parish
- **Key Objectives: to meet goal:**
 1. High Attendance (240 minimum)
 2. Desirable and Plentiful Donations (250 silent auction and 20 live auction items minimum)
 3. Attractive and Entertaining Evening
- **Event Date:** November 10, 2012
- **Venue:** Merrill Hills Country Club
- **Theme:** Roaring 20's: Speak Easy
- **Planning Calendar:** This in process of being designed.

Sub-Committees

- Sub-committees were defined. **Sub-committee Leads and Members are still needed.**
- Sub-committee updates:
 - Dinner & Drinks Committee Tasks Update:
 - Lead: Jen Sturm Members: Heidi Hlavachek & Tammy Yundt
 - Determine Appetizer & Dinner Menu including taste testing.
 - Determine Dinner Style (buffet, sit down, food stations, etc.)
 - Select Table Wine
 - Dessert selected. 550 individual cheese cake petits fours
 - Entertainment Committee
 - Lead: Kathleen Traudt ? Member: Ali Schweitzer
 - Hire band (various music, but include 20's era sound), including sound performance review.
 - Ensure set-up compatibility (power) with venue
 - Decorations Committee
 - Lead Andi Simon Members: Ali Schweitzer, Jessica Lasecki, Mary Schermitzler (?), Kristina Marada
 - Centerpieces designed. (30 to be made for tables, 5 large for room décor)
 - Invitations:
 - 3 designs complete. 1 preferred pending final design and print.
 - Design invitation package/folder with sponsor sheets, business acknowledgments, etc.
 - Determine invitation assembly party.
 - Welcome folders design

- Bid form design
 - Advertising design
 - Acknowledgement design
 - Party Favors and Name Place Settings
 - 2 options provided, 1 selected.
 - Determine party favor assembly party.
 - Silent Auction Tables
 - Rent 3 black table cloths per table to cover box height.
 - Photo Shoot background (if photographer cannot provide or if booth not chosen.)
 - Total cost budget of \$3,000 including invitations, postage and favors
- Marketing Committee
 - **Lead: TBD Members: 3-8 TBD**
 - Design, Media , Timing and Distribution
 - Sponsor Committee
 - Lead: Andi Simon **Members: 2-6 TBD**
 - Seek family sponsors for the following:
 - Venue: \$ 2,500
 - Dinner: \$4,500
 - Dessert: \$1,000
 - Drinks: \$2,400
 - Entertainment: \$2,000
 - Invitations: \$1,000
 - Postage: \$1,000
 - Table Wine: \$1,000
 - Décor & Party Favors: \$1,500
 - Amounts may not be exact cost, but that does not matter.
 - If permission is granted from donees, design acknowledgements:
 - Large framed graphic at entrance
 - Printed acknowledgement in Auction Book
 - Verbal acknowledgement prior to dinner prayer
 - Activities Committee
 - **Lead: TBD Members: Katy Kwiatkowski? 4-8 TBD**
 - 50/50 Board: Matrix Lotto where you pick a number and write name in box.
 - Wine Pull: Develop plan for donations (Each school family to bring 1 bottle of wine to school by June 1 for example.) Purchase bags, wrap bottles in bags w/ ribbon.
 - Pearl Drawing: Seek donation of 1-5 pearls. Design Drawing.
 - Basket Ticket Lottos: Solicit donations (lunch with teachers, etc). Purchase baskets, Purchase Tickets
 - Professional Photos or Photo Booth. Determine provider and share of profits.
 - Hand Massage: Determiner provider and share of profits.
 - Palm Reader: Determiner provider and share of profits.

- Determine & Design other activities. Must be approved by Andi Simon and Lori Hughes for feasibility.
- Silent Auction Committee
 - **Lead: TBD, prospect identified, but to be confirmed** **Members:** Kristen Basarich, Kathleen Traudt + **25-40 TBD**
 - Assign business to members. (listing of 5,000 area businesses complete)
 - Solicit businesses, teachers, families, etc for donations (Min 250 donations)
 - Consider giving tree
 - Consider School family goals (similar to wine pull)
 - Document donee and estimated market value of each item
 - Deliver items (or certificates) to school office or Andi Simon's home
 - **START EARLY!**
 - **Get donations prior to other 3 organization auctions in 2012**
 - **Get donations early in budget year**
- Live Auction Committee
 - Lead: Kathleen Traudt **Members:** Kristen Basarich, Wendy Schmit + **5-8 TBD**
 - Hire evening MC and auctioneer. (MC will be during silent auction to ensure all items are bid, direct guests, solicit higher bids, etc)
 - Solicit businesses, teachers, families, students for donations (Min 20 items excluding student art/services and funda cause)
 - Contact previous donors
 - Seek new donors
 - Document donee and estimated market value of each item
 - Deliver items (or certificates) to school office or Andi Simon's home
 - Determine Fund a Cause (Causes, amounts, format)
 - Obtain approval from Pastor/Principal for front row seats for holiday masses, school plays, etc.
 - **START EARLY!**
 - **Get donations prior to other 3 organization auctions in 2012**
 - **Get donations early in budget year**
- Student Art and Services Committee
 - Lead: Ali Schweitzer **Members:** Amy Shuck, Erin Manne + **1-2 TBD**
 - Design Project and/or Service per grade or grade combination
 - Solicit and hire providers/artists/etc as necessary
 - Coordinate timing with students and parents
 - Deliver final items to Andi Simon's House
- Evening Execution Committee
 - Lead Lori Hughes **Members:** 12-18 (Most individuals identified, but still to be confirmed.)
 - Check-in volunteers & process

- All activities (from activity committee) set up and volunteers
 - Silent Auction Table Set up
 - Live Auction Set Up
 - Live Auction Spotters
 - Check-Out volunteers & Process
- Administration Committee
 - Lead Andi Simon Members; Ali Schweitzer, Lori Hughes, Delmita Sarajian, Linda Flint
 - Write & Mail sponsor and silent and live auction Thank you letters, signed by Principal and Pastor.
 - Determine software
 - Invitation mailings
 - Attendee Folders
 - Bid Sheets
 - Auction Books Writing
 - Tracking of attendance
 - Lottery license
 - Liquor license
 - School & Parish Use applications
 - Silent Auction table organization
 - Website Update of agendas and minutes

Budget Review

- A Budget review will be performed at each Auction Committee meeting.
- Sub-committee Leads are responsible to holding to and reporting on their budgets.
- Summary budget (with fundraising goals included):

	Funds Raised	Expenses	Net	Goal Notes:
Ticket Sales	\$ 16,650	\$ -	\$ 16,650	240 attendees at \$60 per ticket, 150 at \$15 per ticket
Venue	TBD	TBD	\$ -	If costs exist, seek sponsor to cover
Dinner	\$ 4,500	\$ 4,500	\$ -	240 attendees at \$18.75 per person. Seek sponsor to cover cost.
Desserts	\$ 960	\$ 960	\$ -	240 attendees at \$4.00 per person. Seek sponsor to cover cost.
Cash Bar	\$ 2,400	\$ -	\$ 2,400	240 attendees, 2.5 drinks per person, at average \$4.00. See sponsor to cover cost.
Table Wine	\$ 900	\$ 900	\$ -	240 attendees, 30 tables, 2 bottles per table at \$15.00 per bottle. Seek sponsor to cover cost.
Entertainment	\$ 2,000	\$ 2,000	\$ -	Seek sponsor to cover cost.
Decor & Party Favors	\$ 1,500	\$ 1,500	\$ -	Party Favors \$800, Décor \$700. Seek sponsor to cover cost.
Invitations	\$ 1,500	\$ 1,500	\$ -	Invitations & Postage \$1,500. Seek sponsor to cover cost.
Marketing	\$ -	\$ 1,500	\$ (1,500)	Advertisements, fliers, paid solicitation, signs & notifications at auction, etc
Activities	\$ 5,000	\$ 550	\$ 4,450	Various Activities less costs of tickets, baskets, bags, etc.
Silent Auction	\$ 30,000	\$ 250	\$ 29,750	Minimum 200 Donated Items at average minimum sale price of \$150, less cost of packaging
Live Auction	\$ 30,000	\$ 500	\$ 29,500	Minimum 20 Donated Items at average Minimum sale price of \$1,500, Less cost of Auctioneer
Fund a Cause	\$ 1,000	\$ -	\$ 1,000	5 causes at \$200 total raised each
Admin. Expenses	\$ -	\$ 2,250	\$ (2,250)	Folders, paddles, licenses, misc printing, address labels, software
GOALS	\$ 96,410	\$ 16,410	\$ 80,000	

Next Meeting

- The next meeting will be Thursday February 23 at 6pm in the Community Room of the SJOA Parish.
- There will be day and evening meetings throughout the year to accommodate everyone's schedule.

PLEASE SOLICIT VOLUNTEERS AND ENCOURAGE EVENT ATTENDANCE!!!!

We need to start early with business solicitation for auctions because 3 other organizations have their events before ours!!!!!!