

Committee Name: Fund Development

Meeting Date & Time: Wednesday, August 20, 2014, Noon

Attending: Chad Anderson, Deb McClellan, Maggie Modjeski, Steve Volkman

Absent: Judie Foster-Lupkin, Bill Reinarts

Next Meeting Date & Time: November 19, 2014 - Noon

Agenda Items

• Grant updates	• 5k Planning
• Golf Update	•

Grants

<u>Grant Name</u>	<u>Amount Requested</u>	<u>Program</u>	<u>Submitted</u>	<u>Outcome</u>
United Way	\$11,000	Client Nutrition Program	04/28/14	Approved - \$7,000
Eastwood Bank	\$ 5,000	Client Nutrition Program	05/21/14	Denied

• **Review of the 15th Annual Golf Tournament**

- The event was successful netting \$34,000 and \$1,000 more than last year. Everyone seemed to have a good time and generally people were able to play in a reasonable amount of time (slow for a few) and were happy with the number of games and with the food (some complaint on tacos). The margarita bar continues to be a hit as well as the Hole #16 raffle.
- How to increase revenue without increasing the number of players?
 - Earn revenue by increasing drink prices in the clubhouse and on the carts for the event
 - Maybe add different types of sponsorships – dinner sponsor, cart sponsor, raffle sponsor, etc.
 - Maybe have after dinner games – reverse karaoke, casino type games, throwing game on putting green
 - Maybe a “Cash Cart” drawing
 - Start earlier and collect better raffle prizes
 - Putting contest throughout the golf event
 - Increase 5k sponsorship - Slaggie Family Foundation will be approached as a major sponsor with a focused need for funds for DTH programming

• **Permits**

- Received approval from City of Winona to close Lake Park Drive from Main to Franklin to Hamilton from 5:00 pm to 8:00 pm. Lake Lodge has also been reserved.

• **Marketing**

- Sponsorship Opportunities Brochures have been distributed through the golf committee. As of 08/04, \$7,700 has been secured for the 5k.
- Registration fliers need to be distributed at upcoming races.
 - Goodview Gallop 08/16 – 1,000 forms delivered
 - Mud Run 09/06 – need 50
 - Morrie Miller 10/04 – need 200 to Jim Bartsch
 - Warrior Waddle 10/25 - need 500
- Fliers at YMCA, Snap, Live Well Winona, Sole Sport, WSU – Maggie to distribute in early Sept.
- Active.com registration website – send out email save the date, one in Sept. & Oct., cut-off date 11/03
- Media: radio, PSA's, flyers, social media – Deb will talk to Winona Radio about Gabe
- Race day Signs – check to see about lit signs

• **Race Planning**

- Registration
- Volunteers - Shelly would like to be part of 5k planning

- Contact Kathy Hovell ??
- Safety – confirm ambulance, police, and barricades. Contact HCO house on Main St. about parking
- Lighting – check to see about portable lighting/signs
- Timing System – Nordic Timing is confirmed – need bibs for chips
- Start / Finish Line – separate chute for milers
- T-Shirts (Runners & Volunteers) Last year Excel \$5.15 per shirt – Chad has confirmed we can get good pricing for long sleeved shirts. Volunteer shirts to remain the same as last year. Maggie will work on revamping the design for shirts
- Deb will confirm with Mark for singing the national anthem
- Bibs/Pins – Use old bibs for 1 milers, start new #'s at 301 and different color
- Medals and Plaque for 1st place male & female 5k
- Confirm Market Street Tap with Kevin
- Entertainment – contact Troy to DJ again
- Goodie Bag – Lara Bars – Chianne will work on this and other items like Sport Beans, glow items, etc.
- We already have Emergen-C and some lip balm. Back to Health to donate Bio-Freeze
- Refreshments – Banana's, Kwik-aid, Water – Confirmed with Kwik Trip
- **Committee Meetings**
 - Development meetings will be suspended until November 19, 2014. The Starlight Stroll Committee will be meeting instead until the event on November 7, 2014.