SI Fundraising Committee Notes
Zoom Meeting
September 8, 2020

Members Attending:
Lupe Medrano, Daran Goodsell, Sheridan Castaldo, Tonya Powell, Billie Araiza, Sara Beacham, Amy Louis

Members Absent:
Ann Leon, Bev Rozendaal, Kimm Randle, Erin Krause, Maureen Duquette, Julie Jones, Linda Sheppard, Mary Moss, Margaret Bomberg, Vanessa Haro, Sue Lignon, Mickie Rowland, Cyndi Murdock

Meeting Notes:
The only item discussed was the new fundraiser: Bistro Boxes

1) The Fall Menu was discussed. Ann will be cooking the following, and Billie will get the answers to the below questions:
    - Ravioli – but what kind? Meat? Vegie?
    - What will be in them?
    - Will the raviolis be premade and just need to be boiled/baked/seasoned or will someone have to prepare the pasta, fillings etc? – It was discussed that it would probably be best to have prepared ravioli in the boxes, as pasta is harder to prepare.
    - Sause for the Ravioli – will it be prepepared or will it have to be made?
    - Seasonal Butternut Squash – how will it be prepared? Chunks? Peel a squash? Etc.
    - Side salad – Caesar? Dinner salad? Dressings – what choices and will it need to be made??
    - What is the appetizer?
    - Dessert as an add-on– we discussed that it should be $8 per person per dessert serving.
    - Dessert – would it be premade or would it need to be prepared with ingredients in the box? It was discussed that it should be probably be premade
    - Wines – need a type of red (cabernet, merlot, etc.) and white (chardonnay, etc.) or will there be several red and white choices as add-ons?
    - Boxes themselves – how big? Who will order – Ann? A brown bag with handles or a box? – we need Ann's feedback, and to get the ordered?
2) Costs: it was decided:
    $65 for 1 box for 2/ $130 for 1 box for 4

    Seasonal Subscriptions:
    $247 for 4 seasonal boxes for 2/ $494 for 4 seasonal boxes for 4
3) It was discussed that due to Ann's limitations maybe the first set of Bistro Boxes should be limited to 50. The final amount of Bistro Boxes for fall was not determined due to:
    - That was tabled until Ann and committee members determined that Ann would have enough time and access to a commercial kitchen. Several committee members are

looking for commercial kitchen access. If commercial kitchen access is obtained we will do up to 100 boxes.

- Tanya was going to ask for sponsorships for funding a commercial kitchen or donation of one from sponsors
- Ann will need the commercial kitchen on Thursday and Friday before pickup. – Billie will check on this.

4) Elks pick up is ok – will be from 11-2.
    - Amy volunteered her refrigerated truck to move boxes from cold storage to pick up point and work out of it for pick up.
    - Amy may even let us use the truck to store box items until they can be prepared if we don't have access to a large refrigerator.
    - It was determined that we would give Amy's driver a bistro Box for his time.5)
5) Marketing
    - Daran is contacting Michaela Warthon to work up a few mock ups of the logo
    - Lupe will send Daran the logo
    - Daran will work up wording for an E- Blast
    - Daran will work with Joyce on a web page
    - Daran will buy the domain name Bistrobox.org
    - Daran and Joyce will work up some FB posts
    - Daran and Joyce will work on Social media paid ads, with help from Sara
    - If we don't have a photo of the fall mean soon, we will use the photo of Ann that was in the Snail Mail.
    - Sheridan can get the ER for ads at 1/2 off
    - Daran can take photos of the meals when Ann preps them for marketing
    - Sara will film Ann prepping for YouTube
6) Order forms:
    - Lupe and Sara will work on them
    - We will use Paypal and credit cards, no cash or checks
7) Sponsorship was discussed. Tonya had to leave, but see below for some ideas:
    - A dessert level, and appetizer level and a main course level, with each level having a monetary donation associated with it.
    - Approaching those that have items in the boxes to donate an item to encourage sales of the first 25 or 50 boxes
    - Benefits could include: logo on the box, logo on the recipe card, logo on the YouTube, logo on advertising, reduced box cost for sponsors who donate goods or cash
    - A sponsor of a commercial kitchen or $ to pay for one

Next meeting: September 25 at 12:00 – Zoom invite will be sent.