

Q3 2019 MINUTES
Board of Directors Meeting
February 5, 2019
Cerdo

Present: Mitch Bednoff, Ken Fair, Trish Harrington, Mike Monsell, Rick Margulies, Craig Nurick, Eldwin Thay, Dorothy Wilson.

Absent:

Called to Order: 7:13 PM

Consent Agenda: No questions.

Motion to Adopt: C Nurick

Second: M Monsell

Vote: Unanimous

Motion to Approve Minutes: C Nurick

Second: M Monsell

Adopt: Unanimous

Deep Dive

Price is Right

Context: ERT provides ECGs for heart screenings. They inquired about how much it would cost to sponsor the heart screenings. How much should we charge for screenings? What about other assets like Cardiology Fellow and CPR Jukebox?

- Screening:
 - C Nurick: Number of students screened x \$25.
 - D Wilson: Feel them out. See what scares them.
- Cardiology Fellow
 - C Nurick: Sell two-year increments to coincide with the fellow's schedule.
 - R Margulies: naming rights are usually more permanent. How about multiple people sponsoring. It is similar to an endowed chair.
 - D Sudman: I'll talk to fundraisers at hospitals.

- CPR Jukebox
 - C Nurick: Ask Rayfield
 - M Monsell: Selling for the year could present conflicts with the promoters. Align with MusikFest and Live Nation. For example, MusikFest for 10 days would probably yield 10k – 20k engagement.
 - D Sudman: I'll talk to MusikFest organizers.

Soiree Update

- Dorothy shared update about venue.
- Board reviewed list of current donors and was asked to identify five people on the list to call to thank.

Meeting Adjourned: 8:42