

Bras 4 A Cause  
Board of Directors Meeting  
August 2, 2018, Thursday  
Location: TAAR Offices  
852 S. Garfield Ave.  
Traverse City, MI



Attendees: Taylor Webb, Claudia Rodriguez, Renae Hansen, Jenn Martin, Rebecca Cole, Clover Roy, Barb Somerville, Lisa McSauby, Ginger Schultz, Doug Street, Karie Lambert

*Notes: Please read through and note "pink" directives. These are ACTION items and may be yours!! Thanks much everyone. Italicized names are those who stated whatever follows.*

**I. Call to Order - Taylor Webb - 8:51 AM**

**II. Approval of August Agenda - Renae motions to approve, Claudia Seconds - 8:52 AM**

**III. Approval of June Meeting Minutes - Renae motions approval, Claudia seconds - 8:52 AM**

**IV. Treasurer's report - 8:53 AM** We have \$9,773.56 in our account. We've recv'd lots of mail and in Honor Checking. All has been transferred from Paypal, etc. accounts. We currently have \$10,700 of \$28,000 goal. We are on budget and money left in food, marketing, printing, etc. all paperwork is filed and with gov't. *Tay:* Making sure we all tick mark what needs to be included in Strat Book regarding our duties for future leaders.

**V. Officer Reports**

**A. President - 8:56 AM** Tay and Claudia met three weeks ago at Streeters to do running checklist re: week of event ie. Info on contacts, include in contact forms in Strat Book, pumpkins, roses, delegating contacts, who is in charge, making sure Claudia is aware of everything to be accomplished and in book. *Table sales (no info from Becky). Ginger to meet with her at some point.* Tay spoke with her regarding table pricing, how paid for, separate, etc. \$25/eat per table. \$50/person. \$100 for 4 top, 200 for 8 top minimum of 4 people. Three tops? Undecided. *Doug:* Don't sell less than four. *Renae:* Sell by the table; 4,6,8. *Barb:* If tickets are 25 and seats are 25, PayPal may have confusion. Increments of 100, 150, 200, can go up to 10 top. *Stick with even numbers. Renae to clarify.* Tables don't include tickets so keep it separate and simple (KISS - sorry had to put that in there to make sure you're still reading...). Ticket sales to WCR. Ticket are separate from table. Why we have table committee per Renae. Tay sent Becky the table sales from last year, mocked it up and spelled out bras, comp tables, who's who, paid tables not comp'd. *Tay to send to Ginger table template also sent to Becky. Becky was to also work with Clover, tables, logos, print ad, media has a lot to get to in two months.* Tay requests motions to establish prices and keep in pairs...Renae motions the above and Clover seconds. Tay called Laurie hathaway re: Judging. *Tay has Laurie's number so someone can try again. Someone needs to take charge of judges.* So far, Carrie hart and Michele Dungeon. *Clover:* Suggests asking the ones we have and get a referral. *Rebecca is handling third judge. Needed by August 15th. Tay needs to get RAW photography and will do by August 3rd. Benjamin twigs boxes which Tay will do. Bigger bags are better...the bigger the bag the better...need these a month before event. Ian assisting with banner. To get done by model night out. Chris was to discuss video (absent). Rebecca/Tay to send Jenn contact info for Chris Fulton. Jenn to discuss video with Chris (media department). Padding (David is on it). Tay to take time to divide list and calls we can get this done.* Shannon wants happy hour tomorrow. Braless Rebecca and Tay contacting peeps. Nothing less than \$150 for Braless. To add you must be an A cup level. Braless gets everything a bra gets if they match...they just aren't modeling. \$250 min. to get percs and tickets. \$150 min. to be a Braless sponsor. Only C cups get tables comp'd. A and B cups get tickets but not comp'd A gets business card size

- Ad. Ian and Chan to reach out to advertising companies to see if we can get ad work. We're suppose to reach Michelle Young for advertising in Sept. Sept. is goal to promote C Cups - 9:15 AM
- B. **Vice President - Claudia - 9:16 AM:** Big issue is padding and Shannon and Claudia will tackle padding. Tay wants everything done by August, 15. Tay spoke to copy Shop and they are ready for program. Media to provide logo, ad, model, info. Still forthcoming. Rebecca collecting from Beulah ladies for padding. Silent Auction: Katie in charge. Based off padding. Should work hand in hand and Katie should be tag teamed. Clover hand surgeons are crazy excited and inspired. They're contacting all sorts of big companies for silent auction items. Clover giving contact number to Claudia to get things going and offer board position next year? LOL. Jenn to get media to promote Jerry Endres giving \$10 form every inspection in July. Website needs to be clearer (Barb and Rebecca) suggesting that gets cleared up ASAP. Erica is communicating with People via emails and needs clarification on ads. Website needs to be spelled out concisely so people understand bra inclusions for sponsors. Tay to do today, take form for bra sponsors and say packet and have website changed in full. Rebecca to clarify with Lindy Evans regarding her \$450 two high tops. Lindy is confused. Are there others who are confused? Tay: She can get a free 8 top if she wants to do Braless. She can be a sponsor for a C cup for \$1K, get a free table and six tickets which is cheaper...well, almost. Doug: Tables are different sizes, a 10 top and 8 top are larger tables. Most tables are 2 x 2 in size. Squares and rounds. Squares are up top and round are on the floor. Tables get names and number of tables size for quick visibility. Doug to work with Ginger and Becky to keep on this and keep is easy 9:29 AM
- C. **Secretary - Jenn Martin:** All set 9:29 AM
- D. **Sponsorship/padding - Clover:** Has 17 sponsors still with d3 included, unclear on Westshore Bank. Karie to get with Debbie and Linda to see if they're sponsoring. Sponsors need to get their own padding. Tay having trouble getting to Cindy Michelin. Not returning calls. Is she out? Clover to have phone talks with each model form and fill out for them...holding hands more effective. Tay: Contact person needs to be in attendance at walk thru even on Monday. Clover to make sure all are on task. Good news sponsors are getting own padding. Clover doing Remax padding, Elmbrook Golf related, Great lakes party rental padding, hand surgeons, monkey fist may be brewery, family fair has their own, Bodamer may pad with flooring. Talking points include present 14th models' night at Louie Louie and sponsors showcase on Oct. 5, Friday, the week prior to event. Bra sponsors showcase their bras and padding. Model night 5:30-7:30 w/ dueling pianos. Open to the public? Media needs a major blast re: Monkey Fist showcase. Doug to showcase Event at model's night by running video clip, donation box, prior to concert. Get video from Chris. Doug to make quarter page flyer to hand out. Re: event Clover needs meeting with Erica, Claudia, Tay, Rebecca and Lisa. Meeting in afternoon after 5 pm 9:45 AM
- E. **Events - Lisa McSauby:** To clarify we are nixing Sept. 14th at Monkey Fist? Clover: Message on FB page from "Bigfoot Guy". Stilts lady, finger painting, face painting people, RAW, Bigfoot guy...all need to pay to play. Lisa to plan model's night out. Golf Outing with Shane is August, 21st. Can Shane get on local news station? Friday night live: August 23rd WCR appreciation Friday night live should Shane walk and talk randomly? Do we need permission? Call Nick Viox with DTA (downtown authority). Doug to print quarter flyers for handouts. Make Shane a photo opp for peeps to take pics with banner showing event date and times. Tay: Ask about having Shane and what are your options. First Friday night live is August, 4th. 9:51 AM
- F. **Media - Ian Ashton and Chan** (absent) Jenn to follow up. Secure Lamar for billboards. Jenn to reach out to Lamar.
- G. **Food - Karie Lambert** couple of questions: Info Susan passed re: in-kind receipts. Nothing from last year. Do we have anything from last year? Tay: Unknown. Rebecca: We need to use form to capture these in-kind donations for accounting purposes. When accounting for event we must use "gross" forward with food...Reaching out to donors 2016 ie. family fare to see if they want to

get involved. Max Bauer will donate food trays free per Tay. Bowls, supplies in REO basement. Talk to reception and they'll take you down there. Tay: Dollar store also is a great resource. Party Giant as well...by Lucky's. PG has given discounts. **Make lists of food and ingredients, gluten free, peanut free, vegan, etc. Giving company logos tolan for FB and social media.** How many volunteers should Karie Have? Tay: 1st shift, prep shift, after party shift, etc. **Tay to connect with Carrie in a couple weeks to wrap that up.** 10:00 AM.

- H. **Table Sales & Tokens - Ginger Schultz:** Two tokens per model and judges and MC. Volunteer tokens as well. Ginger to figure production and order early Sept. **Tay will have numbers for Braless and guesstimate for volunteers.**
- I. **Facility - Doug:** Amy and Tay doing event guide. Doug to talk with Tay about logo screenings. **Single colored wristbands, button for people going into model room.** Ginger has them. Kate Reichard is on board for that. All bins at REO for model bins. Needs updating. Chandler assisting in model room. One assistant per bra. **Solidify with WCR August 15th for comp tickets.** Like 125 tickets for sponsors. **Deb Hall to call Tay and Claudia to confirm sponsorship tea that tickets comps are good. Strawberries and toast guy gets two tickets. Deb Hall and Linda Weisenan are WCR tickets. Deb Hall to come to next meeting. Next meeting is mandatory or representative. Tay to send follow up email with mandatory and date. September 6th then mid September 20th and first in October.**

## VI. Old Business

- A. **Emcee and Judges:** Already discussed above.
- B. **Graphics Status:** Ian working on.
- C. **Drinking issues and drink tokens:** **Ginger to work on table tents. Info to be sent to Ginger for pricing. Tokens by September 1.**
- D. **New Website navigation:** Sponsorship paperwork - touching base with Ian.
- E. Braless and padding: Help already discussed.

## VII. New Business

- A. **Model needs/logos:** discussed.
- B. **Videography/photography:** **Tay to call RAW and Jenn to call Chris Fulton.**
- C. **Open discussion:** **Ian to invoice everyone who ordered a T. He will do that soon.** Caliber is covering anything not accounted for t-shirt wise besides first payment which was \$200 (one time charge for parade cost). Doug: DJ Sweet and Low to do music. Week of event Oct. 8th, Monday 5-7 pm sponsor rep and model attends and have opportunity to run through the music. Get a feel for stage, music, timing and comfort. Give all models a schedule and time of when each will practice and be on stage. Doug: Decorating Thursday the night before. They can come in that night and rehearse if they want on Oct. 11th, Thursday 4-7 PM decorating, models can practice while we decorate. DJ needs music by September 28th, Friday. Kate Lewis getting email from Clover re: Pulling out of Monkey Fist. If she already has wheels up, we cannot cancel...FYI. Friday the 12th at 2 pm, show up, finish touches, news people may be there at noon...Clover and Tay in attendance? Are we doing any other awards other than Judges Choice, Largest Auction? **Rebecca to figure plaques for these awards. Gwyn B. to be auctioneer.** TBD October 5th is Monkey Fist tentative. May be cancelled. 10:24 AM

## VIII. Adjournment - 10:24 AM

