

Bras 4 A Cause TC
Board of directors meeting
May 4, 2018, Friday
Location: TAAR offices
852 S. Garfield Ave.
Traverse City, MI



Attendees: Taylor Webb, Claudia Rodriguez, Renae Hansen, Jenn Martin, Lisa McSauby, Clover roy, Chandler Crosby, Ginger Schultz, Karie Lambert (Westshore Bank), Shane Venus (State Savings bank), Becky Lancaster, Erika Korndorfer, Katie Hoyt

Notes: Please read through and note "red" directives. These are ACTION items and may be yours!! Thanks much everyone. Thank you to Karie Lambert and Shane Venus for attending as volunteers. Looking forward to your involvement. Italicized names are those who stated the following.

I. Call to order Taylor Webb, President - 8:52 AM

II. Approval of May agenda. Renae motions approval, Jenn seconds. Passed **8:52 AM**.

III. Approval of April minutes. Renae motions, Lisa approves. Passed. **8:52 AM**

IV. Treasurers report - 8:56 AM: \$6,860 in checking with zero pay pal balance. PO Box is empty.

Working on taxes. **Rebecca and Renae to meet after today's meeting regarding taxes and scrapbook review.** **Tay needs reflection of expansion committees.** Strat plan book is general. **All positions to take note of what you are doing further so we can expand the description of position.** Detail your job so Strat plan is more thorough. **Use action register as historical calendar of what and when is due.** This will help the next "victim".

V. Officers report

a. Presidents report, Taylor - 8:58 AM: Nice meeting with Nancy and Bobby regarding trading ticket hands w/ WCR. Design and print discussion. **Printing after conversation w/ charity Monday or Tuesday following week discuss with WCR for final review.** Great turnout at S and T. Fun, good food, recommends doing in coming years. Many people stopped to discuss Bras. Many cards for follow up except did they get they were volunteering? Flood men business card related to Streeters Peeps. Issues w/ communication and certain committees. **Please follow hierarchy discussed early on per Barb Somerville.** Sub committees report to primary officer/ team leader. As President Tay should be able to run the show as she sees fit regardless of individual opinions. Let's keep individual issues separate. leave arguments aside. Please support Tay in her decision regardless of opinion.

b. Vp report, Claudia - 9:05 AM: Event planning, Lisa and Claudia working together what they need for each event. They will make it happen. Don't need any other opinions or thoughts but they'll figure it out. Meg stepping down. Who is filling padding? Clover to discuss in sponsorship. Advertisement to be simplified to proof. Too many chefs in the kitchen? Save the dates will be getting website. **Claudia to get with Clover re: padding.** Claudia has people for food - for shane- shane to ask questions if he has any. Karie Lambert here to volunteer. If anyone has space in their schedule to volunteer on another committee, please jump in ie. Food, tokens, go to committee head and ask to help. We all need help. **Claudia is volunteer Coordinator so call her.** **Check google drive to confirm committee heads.** **Renae:** As chair if you need extra help its your responsibility to go to Claudia and ask for a volunteer. Claudia has a list and not sure where to put people who are willing. If overwhelmed ask for help...just ask. **Clover:** People don't like to make calls. We need an army of people to pick up the gifts for padding so padding volunteers doesn't just include making the calls asking for money. **Tay: We have committees for a reason. If it's not your committee, ask the head before you do anything.** "Stay in your lane". If Claudia sends a long email it's because Tay asked her too so if Tay doesn't respond, text Tay.

c. Secretary, Jenn Martin - 9:07 AM All set.

d. Sponsorship Clover Roy and Team - 9:21 AM: Eleven confirmed paid sponsors. Erika has been great. Small group coming through, need payment. Others expressed interest. Need nine more. Five a's, two b's, five paid c's. 8/6/6 Brainstorm: Clover made decision. How do we identify bras at event? People have themes, songs, names gets conflicted. Clover proposes we call bras by sponsor name. Under that then there's the theme. Keeps them clean, clarifies sponsor and gives them credit. Easy peezy. *Lisa:* Allows for more advertising. *Tay:* Option for fun. How bout a bras cause? Have our own model promoting ourselves. We put on show and support our selves. *Clover:* If someone wants to take that on then awesome. Maybe an idea for next year if not now. Possibly Connor to do this? He would represent Bras at our events. *Becky:* Try this year as a "mascot" saying thank you. If Connor could do that: "here's a guy, here's a bra, setting an example for other future sponsors. You can do it!! *Tay:* liking the word "example". Don't be that drunk baboon on stage. This is for a cause. *Renaë:* We need a male bust not a female bust. *Clover:* B4ac needs our own bra that travels with us. Adjustable, durable, washable. Maybe like Union St. Bra. needs Bra marketing w/ interchangeable accessories if you will. Padding: Shannon Henson, C-21 and David Hursick, CB . **Karen Ardery w/ c21 agreed to get phone numbers.** These are for hot lead calls. "Hi, this is clover..., any way you can give us more"? We cannot wait for padding. Tough to get people to think in advance of their them, songs, etc. *Tay:* having percs, i.e. I wanna be first dance. Maybe have paid cups first come first serve where they want to fall in show. Most people don't have a thing as to where they show up in the show. C's get extra love due to sponsorship monies. Also more marketing love. The sooner you pay, the sooner your logo gets on social media. Get on board now and you get tons of exposure in the community via Bras Team social media, ad spots, etc. **Clover making some padding calls if they're her own connections or have a special message for them.** *Rebecca:* Karly's bra bought salon theme. Karly had 3-4 certificates at a single spa but spa is having an issue because they wanted more people to experience the spa. Spa giving push backs to Karly because they wanted different advertising. Massage lady not calling bra purchaser back. *Clover:* Padding to work in conjunction with silent auction. *Katie:* Can we see a list so Katie knows who to call and who not to call. **Clover to give Katie list.** Michelle Young not helping with padding this year. Who is calling golf people? **Tay: Look up padding from last year, Katie and Clover to call some people to have those extra bra items exceeding 1000 to go into silent auction.** Spa packages: Maybe create smaller bundles. I.e. \$1000 basket for bidding or have smaller baskets i.e. \$50 so they can feel good about getting a cool gift for less and for a good cause. **Tay ok with making cold calls for sponsorship.** Clover doesn't want silent auction to interfere with main model auction. People waiting for their silent auction winnings and ignoring model bras. *Tay:* 5-8 items for wall to left of bar. Photos of items instead of actual items. **Rebecca to check pricing on frames.** *Karie:* Silent auction ends before dancing? Anyway to inform winners if they've won? *Katie:* Looking into online notification. *Erika:* Maybe announce winners of silent auction that night... *Tay:* Maybe intermission and announce last call for silent auction bras. *Becky:* Dennis kept SA small, when over, they laid down sheets with buyers number or phone number. You check sheets when closed. Don't take time away from models to announce SA. *Tay:* Tabling sponsorship meeting for later time. All is welcome and we will discuss.

e. Food/events, Lisa Mcsauby - 9:48 AM: Lisa would like the idea of bra person to take to events. Keeps excitement going. Balloons good too. Photos incite enthusiasm. Photos speak. *Rebecca:* **Media to create slideshow?** *Tay:* **Lisa to reach out to Chandler re: Connor to participate in events wearing bra and dressed up. I.e. June 6th winery...Connor to attend?** **Clover to instruct Lisa on event.** There are so many comp tickets for free drink.

f. Media, Chandler and Ian. (Jumped in before "d") - 9:10 AM: **Tay to send proofs to Chan for save the dates and posters. Media to connect with sponsorships and plus. Media needs to blast. Get structure of committal, models, follow thru with media blasts processes.** Michelle Young suggests

start email with Chan and Ian and getting comped page. **Michelle to connect with newspaper people for sponsor leverage.** Comp these high end sponsors in paper for something this year (based on C cups). Could be simple feature in a free ad with paper. *Clower:* Are we caught up with paid sponsors to date? **Social media blasting all current firm sponsors? Chan to check with Ian.** Chan received updated list from clower. **Follow up and lock in on silent auction online system.** Can someone reach out to Susan for food? Rebecca to do so. **Rebecca confirmed reaching out to Susan.** *Rena:* We have Bras committee group for group only. Rena posts PO box info and keeps committee up to date privately. Great avenue to use rather than email.

g. Video, Chris Fulton - Absent 9:49

h. Facility, Doug and Nancy - 9:50 AM: Tay spoke to them 9:50

Vi. Old business

- a. Tickets and WCR.** 300-800 quantity change is a matter of \$30. **Tay to keep Rena on board w/ spending.** Make sure to use fully. Any promotion for this event is from ways and means WCR. *Taylor:* Use \$900 plus dollars from WCR to the last penny. **T-shirts on Tay's list.** Feminine shirts this year?
- b. Print graphics to date** - all save the dates. Business cards size for handouts. Tay took initiative to do extra legwork to do extra work so they don't charge for that. Price breaks. Working with Copy Shop. *Ginger:* Suggest to laminate posters for protection. Check quick print for poster lamination. Staples less than quick print? **Ginger to check on this. 8 X 11 table tent sizes. 24 X 36 for next year?** 125-350 for pop up. **Jenn to beg for sponsored pop up. Email Tay for design. Jenn to get banner free.**
- c. New website** - If you want verbiage and/or photos send to Ian or place on google docs for Ian for website.
- d. Emcee and judges** - **Tay needs help solidifying judges.** Christal Frost is confirmed verbal. Need three judges filled. O'Mally going into government so need judge. *Katie:* Should we have WCR supporters as judges? Makes sense. If judge is not a supporter of WCR maybe change that position. Kari Hart to judge. *Clower:* *Suggests* all girl route. Michelle Perez w/ z93 and Courtney Reamer (z93). **Media to start fb post to get female judges this year and contacting.**
- e. Charity deadline - 9:59 AM:** Munson non compliance. Munson BCAF is no longer compliant. 501c3 status pulled. Funneling monies into themselves due to over empty restrictions on medical needs. **Tay in touch with Kelsey and speak with her today.**

Vii. New business. 9:55

a. Charity alternative options - Most favored option might be (back in the day). Bras use to give to Munson Cancer Center. Where are the funds going? Important to focus on the Tatas. Earmark with Kelsey but Kelsey to confirm she can do that. If we can, we will give to Munson Cancer Center. We will earmark it specifically for breast cancer. *Clower:* The general public will approve of this charity because all are credible and all monies going to breast cancer. Bras is about cancer it just happens to fall in the breast cancer month. If we cannot earmark it to breast cancer immediately then it's just go to Munson Cancer Center. *Rena:* Does the money go specifically to care? Yes. If it's earmarked the funds must go to breast care. An audit must show it going to breast care. Second option: Barb says Cowell is interested. They've received funds before. Have a breast cancer division. Third option: Tay not crazy about this but Munson needs a preventative mammogram equipment machine, \$500K. Is this viable? *Rebecca:* Public likes to see hands on serving rather than machine. Can we vote via email once figured out? *Katie:* Doesn't need an official vote. Use charity interview form. Email discussion as a courtesy. **Tay to meet with Claudia next week and be able to choose by following Monday or Tuesday who the charity will be.** *Becky:* How many patients does Munson serve vs. Cowell? Who is helping the most people? Maybe a split charity offering? **Tay to get summary of both options and who she thinks by Sunday 9pm for discussion.**

b. Drink tokens Ginger Schultz - 10:10 AM: Drink tokens. Will we use them? Give volunteers drink tokens. Models too. Judges too. Fun designs. Double sided. *Clower:* They can look like boobs. Cute! **Still needs logo from Ian. Tay to get to her.** *Renae:* Streeters gets tokens and turns them in to us and bras pays for drinks (tokens used). Last year \$516 cost us \$362. Each model gets one. Model assistant gets one. If you have five assistants there's only one token given. Rock, paper, scissors. Google drive has the latest form so consult google drive.

c. Marketing adjustments 10:14 AM: Already touched on.

d. Committee additions and adjustments 10:14 AM: Touched on this too. Thanks Ginger on paintwork for tokens. *Becky:* Do all sponsor get table in agreement?. *Clower:* Only c's get tables. *Becky:* Rest can approach for table sales. Can we have reservations for tables? **Tay: get together with Doug to see about dedicated server for dedicated table. Becky to discuss with Doug/Streeters with WCR next week on agenda to speak on Bras.** Can't do table sales next week. *Rebecca:* Take table invoice for people to fill out for reservations? **Give Becky access to Google or anyone who needs it?**

e. Open discussion: *Rebecca:* Parade is registered. Need to send in \$100 to hand things out during parade. Need to plan a float decor party. *Tay:* Meeting next month, June 7th and weekend before July 4th to decorate float. Won't have July meeting due to float decor. **Tay needs help with float...helium is no longer in US. Air gas donated helium for event.** *Clower:* Jim Harvey party rental guy may be able to advise on helium but "it'll cost us". *Becky:* If you buy a table, we will decorate in company colors. Great idea. Give them some recognition...more blast. Only for WCR members. If C sponsor is WCR member we'll do it too. **Next meeting committees needing more time notify Tay to be put on agenda.** *Ginger:* Has a male styrofoam bust and will donate to the cause. Hey, THANKS GINGER! **If Tay said she would do something for you and hasn't PLEASE reach out to her.**

VIII. Adjournment. 10:23