



**Pour Your Heart Out
Friday September 15, 2017
245 Genesee Street**

Present: Karyn Vitagliano (Co-chair), Zaida Morell (Co-Chair), Grady Faulkner (phone), Mary Cifarelli, Mark Dudek

Regrets: Adrienne Carbone, Beth Luvera, Tim Moyer

Minutes:

Currently, sponsorships stand at \$14,400. This is slightly above what we were at last year in terms of sponsors. However, we only have mustered a few ticket sales to this point and would like to get more to boost attendance. We will continue to promote on social media, as well as a radio ad that is now airing on Roser Communication radio stations and upcoming media appearances to promote the event. We reached a substantial amount of people through a Facebook advertising campaign, but we need to get the word spread to the community to secure last minute reservations.

We need gifts for both honorees. That includes the certificates that will be made in-house for each honoree. Mark is reaching out to Fine Arc to see if they could produce a painting with a Birnie Bus in it for Tim Birnie. Gail Miskowiec met with Paulie and his family. They say he doesn't need anything, but would plaque or small award would be nice. As for speaking at the event, Karen Korotzer will introduce Tim Birnie and Gail Miskowiec will speak about Paulie Amoroso.

Karyn Vitagliano has been reaching out to the Fun Flicks – the company in Albany that has the movie screen that we would like to have at the event. She will be giving me the information so I can reach out to the gentleman as they would like to do a walk through.

Zaida is looking into having her husband and Doctor Farago possibly donate cigars to the event. Karyn Vitagliano will reach out to Seneca Wine and Liquors to see if they will donate a few bottles of Vodka for the event and Mark is working on securing a few cases of Saranac ginger beer to be used to make Moscow Mule drinks. The committee would like to reach back out to Copper City Brewing to purchase a keg of beer to have to serve at the event. Mark is reaching out to see if that would be possible.

Grady spoke to Al Shaw who is working with Steve Hale to design a car prop/set piece to donate to the event. Mark is working on setting up a time for Al to go to Rome and check out the space at the club to see where it would work best.

Mark is reaching out to Tent all Rent all to get cocktail tables for the event and will check with Katie Mannella on the possibility of using her table covers for the event. Mark will order film strip (100 ft) from Oriental Trading Company for décor. Mark will buy 20 popcorn containers from the dollar store for the centerpieces. Grady is working on flower donations of carnations from Price Chopper, Coriale, and Chester's flowers. We would need about 200 of them altogether. What we don't get donated, we'll purchase.

We have the following gift baskets for the event:

Wine basket – Arc Board of Directors
Zaida/Karyn- Putting something together
Movie Basket – Greg Mattacola
Craft Beer Baskets (two of them) – Brooklyn Brewery
Wine accessory basket – 315 Products/DuVino
New Hartford Gift Certificates basket – Gail Manfredo
Italian specialties basket – Gail Manfredo
Coffee/Espresso basket – Mark Dudek
Women's Fashion basket – Beth Luvera