



**Pour Your Heart Out
First Floor Board Room
245 Genesee Street
Utica, NY 13501
March 24, 2017**

Present: Karyn Vitagliano (Co-chair), Zaida Morell (Co-Chair), Karen Korotzer (CEO), Grady Faulkner, Mark Dudek

Regrets: Mary Cifarelli, Adrienne Carbone, Beth Luvera, Gregory Mattacola, Tim Moyer

Minutes from the meeting on 5-24-17:

Karyn Vitagliano suggested the theme of the event could look like an old-time drive in movie theater, with the possibility of a screen outside playing a classic movie and popcorn box centerpieces with white hydrangea flowers to resemble popcorn. We agreed that this would be great and are proceeding with that theme.

We could have a make your own popcorn, which adds to the theme. Grady reached out to Al Shaw and Jessica Pasqualicchio, Utica Art teachers who will be working on a movie screen, car display that can serve as décor for the event, and perhaps a photo booth station.

The event has been called a “wine tasting” in the past, but we are moving away from having that as part of the branding of the event. We will still focus on the Pour Your Heart Out name, but have drinks that fit with the theme of this event too. Perhaps a mud slide or adult shake as a signature drink that will fit well with the theme.

The event has been marketed as a casual type event for the past few years, and it has been decided to keep it that way as guests tend to enjoy not having to dress up for another event. We’ve used the words “resort wear,” and business casual, which we will be sure to include in the marketing of the event again this year. Ticket prices will remain at \$75 per person as has been done in the past.

We are targeting business people in the Rome community as possible honorees for this year. Mark is working with The Arc’s financial department to find all business who have supported us and will compile a list for the co-Chairs and CEO to review. We want to choose someone who understands our mission, and will also be a good draw for the event.

We are looking to have 10-15 baskets and/or items to raffle off as we have done in the past. Selling raffle tickets at the event has been successful and people were excited to win the prizes last year. We need to work on soliciting to make sure we have quality items donated for this event.

We talked about adding more community members to the event committee as in recent years, it has mainly been Friends of The Arc Foundation members and Arc employees who have served on this committee. Mark confirmed that Carol Manuele from M&T Bank, and Jake DiBari of Positively Rome, would like to join and help with the event. It is understood that they are extremely busy in the community already, and any help, guidance, and promotion they can give this event is greatly appreciated.

Things that need to be done at this time are connecting with sponsors, developing a save the date card and event on Facebook, as well as a ticket portal on The Arc's website. We need updated sponsorship and in-kind forms by the next meeting. We must choose honorees soon so we can promote.

The next Pour Your Heart Out meeting is scheduled for **Wednesday, June 7 at Noon at The Arc's main offices at 245 Genesee Street in the first-floor board room**. It's also Grady's birthday that day, so we'll have some treats! A call-in option will be available for this meeting. If you need to call in, please use the instructions below. Please let Mark Dudek at know if you will be able to attend the next meeting for not – mdudek@thearcolcorg or call 315-272-1532. THANKS!

To call in for the meeting, dial the number and used the passcode provided:

1-800-864-4701

Passcode: 6435041

Gratefully,

Mark