



**Pour Your Heart Out
Copper City Brewing Company
August 1, 2017**

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

Regrets: Mary Cifarelli, Adrienne Carbone, Beth Luvera, Grady Faulkner, Tim Moyer

Minutes from the meeting on 8-01-17 at Copper City Brewing:

Great news as Tim Birnie has confirmed he will be at the event and will happily accept the offer to be honored. Along with Paul Amoroso, we now have the two honorees confirmed for the event and are compiling information to start promoting their honors in hopes of attracting people to the event.

The event has been posted on Facebook, and the ticket portal page is live on The Arc's website at www.thearc.org. Mark is setting up a Facebook advertising campaign as well. Mark has confirmed with Roser Communications: \$5000 worth of advertising in trade for the event. This includes 4 commercials running on each one of their radio stations per day, starting a few weeks before the event, as well as a web banner on each radio station website, linking people back to our ticket portal and a live appearance on each station during the week leading up to the event. Mark is also setting up a Newstalk segment on WKTV to possibly have Paul Amoroso appear to speak about the event as well.

Mark and Zaida attended a meeting with Mike Lynskey at the Delta Lake Inn in Rome. Zaida beautifully articulated the concept of the event and the desired menu we're looking for, while staying within the stated budget of \$35 to \$38 per person. Mike was extremely accommodating and had great input. As for food, here are his suggestions.

- Fruit and Cheese/Crudite station
- Corn on the cobb with butter and hot sauce for those who want it
- Clams and Mussels (steamed)
- Sliders: Pulled pork and mini burgers
- Jerk chicken skewers
- Ahi Tuna mini tacos
- Baked potato bar with cheddar, bacon, chives, sour cream toppings available

Mike suggested doing a cash bar, as we did at last year's event. He is willing to give us a table for any donated alcohol, such as beer from Copper City and Moscow Mule's, which we can choose to sell and keep one hundred percent of the proceeds. We would have to collect all money for those drinks ourselves, but he would provide a staff person to do the pouring. This is an exception that he is willing to give us, which is very generous of him and the club. Mark is reaching out to Copper City and Seneca Wine and Liquors for the donations of the alcohol. He will reach out to F.X. Matt for donations of the ginger beer as well. Mike will get a proposal over to Mark through email.

Zaida, Dana Farago, Karyn V. and Beth all gave great suggestions, descriptions for the invitations and décor for the event. Sue Evans is busy putting that information into motion to make the invitation.

We are looking for assistance from the committee, Foundation and Arc Board to help secure items for the basket raffle. The target is to have 15 quality baskets. We're looking for actual tangible items that people can take home with them. We have a few confirmed so far, which include:

Movie basket – Greg Mattacola

Coffee basket – Mark Dudek

We would like to have the cigars available for guests, but because it costs \$1000 to book the person we have used before, Mark will check to see if it's possible to get any cigars donated. If we cannot, we will see if it is possible to look for alternatives who maybe more affordable for the event.

We have secure some sponsorships for the event, while we work hard to engage others. The most recent sponsor being Hancock/Estabrook – thank you Greg M. Attached to the same email as these minutes is a list of potential sponsors for the event. Please feel free to review and add suggestions to the list.

Other items discussed include having someone perform music at the event free of charge, such as Amy Lynn Duo or Karyn Vitagliano's daughter, as they have played in the past. Perhaps we can offer a ticket discount to employees at The Arc, such as a \$40 ticket as we weren't able to offer a discounted ticket for other events with the absence of the Auction.

We will send out information about the next meeting soon. As always, feel free to keep the communication going through Email and send all suggestions or comments as we strive to make this the best PYHO event yet!

Gratefully,

Mark