



Pour Your Heart Out
First Floor Board Room
245 Genesee Street
Utica, NY 13501
June 7, 2017

Present: Zaida Morell (Co-Chair), Grady Faulkner, Mark Dudek, Beth Luvera (Phone)

Regrets: Karyn Vitagliano (Co-chair), Karen Korotzer (CEO), Mary Cifarelli, Adrienne Carbone, Gregory Mattacola, Tim Moyer

Minutes from the meeting on 6-07-17:

In lieu of doing a “Save the Date” mailing, which can be fragmented and costly, the committee is in favor of doing a more targeted Facebook event advertisement to promote the event. Mark will develop the Ad using the power editor tool and will provide analytics when the campaign has finished.

We would like to have honorees chosen as soon as possible so we can include them in any type of promotion of the event. Beth made suggestions for honorees. She recommended honoring Pauly Amoroso as a person we support who is very well known in the Rome community, along with his family. After further exploration, Gail Miskowiec, COO at The Arc, had Pauly on her short list as well, as she knows the Pauly and the family. She also believes that Pauly will be a good choice for an honoree. For the Business/Community partner, we are looking at Birnie Bus, REM Fire Systems and Beth suggested Father Hearn from St. Peter’s Parish in Rome. We hope to reach out to these honorees soon.

We need to have a meeting with Mike Lynskey from the Delta Lake Inn who is providing the food and event services for Teugega. We’ll have to plan the menu and make sure we have everything set for the event. Mark is reaching out to Mike for his availability. We should target what kind of alcohol we want to have donated. It was suggested that we have a signature drink, such as a s’mores martini and other martinis to match the event theme.

For entertainment, the committee wants to consider have an affordable acoustical act, and not spend money if possible on the music as it hasn’t been well received in recent years at this event. However, according to guests, the cigar roller was a big hit and the committee would like to have one again for this event.

We need to start soliciting for basket raffle prizes. If we can get an overnight stay at a winery in Geneva, and pair it transportation provided by Danielle’s of Valley View, Grady has a possible connect there, it would be something we could market. Also, we’re looking some other experiences like a trip to the theater in Cicero, dinner provided by a chef, etc. Sue has produced the in-kind and donation forms, which are attached to this email. Feel free to use and share. All in all, if we have 10-15 nice experiences and gifts, we should have enough variety to entice the guests.

The committee would like to keep the event casual, with the drive-in movie type theme, with a Nantucket blue/touch of cranberry and white color theme to provide a fall feel – Beth’s suggestion. We won’t have to do much décor to the club as Teugega is breathtaking any time of the year. We should schedule an upcoming meeting, possibly at Teugega. Mark will email dates.

