



**Foundation Agenda
February 7, 2017
9:00 AM - 10:30 AM
Jan-Pro**

Tracy Lewis, Carolyn Hawthorne, Deanna Hathaway, Beth Bettley
Call in: Gwen Hurt, Katie Schexnayder

Welcome: Carolyn: Meeting called to order 9:08 am

Minutes: Carolyn made a motion to approve the January minutes. Deanna 1st, Katie 2nd all approved

Budget: Carolyn and Sarah are concerned about the budget. We need an additional 30K in sponsorships to meet budget.

Marketing & PR: Beth Bettley reviewed marketing plan for next month. Save the date eblast went out last week. Beth will feature the finalist category's each week on social media.

Nominations: Katie Schexnayder: Judges have the information they need to select finalists. Katie said she asked judges to have their selections by February 14th. Robin to notify finalists to send in a 2-3 sentence narrative and pictures and for a power point will also need to get their permission to use on social media.

Katie to send names and emails of judges to Robin

Only 1 person responded to STEM application.

Group discussed whether to extend one last phone call to STEM participants. Going forward for next year, board should call nominees to let them know they have been nominated, congratulating them telling about award and to be on the lookout for the next steps.

Sponsorships: Tracy Lewis reviewed sponsorship spreadsheets. Tracy is going to reach out to Dominion. Email forwarded email to Gwen about Dr. Niamtu donation. Robin to draft Email to past nominees and send to Tracy for approval. We'd love for you to be a part of this event, we have moved the event to the Hilton. General thank you for participating in this event in the past, we would love for you to attend this year's event. Help support this year's selected companies by attending or sponsoring this event.

Tracy spoke with Heidi at Fiat, she is interested in Nawbo, but cannot attend a Nawbo event and will not entertain a sponsorship until they attend an event.

Carolyn will talk to Lexus and Beth will talk to two other dealerships about sponsorship.

Tracy asked board to please identify and call businesses on the list and secure more sponsors. We are at a \$30 K deficit for the year.

Tracy discussed sponsorship benefits with board.

Robin to send attendees lists to Beth Bettley from all Nawbo evens this year.

Robin to send sponsor benefits to Beth and Deanna.

Silent Auction: Gwen Hurt: Email forwarded to Gwen about Dr. Niamtu donation. Gwen to follow up the Butler Photography.

Gwen to call list of names on the sponsor prospect list to see how many items she can secure for the auction. Gwen is going to reach out to Danielle and Angie for guidance or help on the auction.

Robin to see if there is a list of last year's auction items so that Gwen can work from for this year's event.

New Business/Miscellaneous Business: Robin to add registrations for:
10 Seats Table Sponsors: \$1500 name on power point, name on table and program.

5 Seats Table Sponsor: name on table

February 22: Joint Meeting 9:00 AM - 10:30 AM Hilton Note this is a date Change
March 7: Foundation Only 9:00 AM - 10:30 AM Jan Pro of Richmond
April 4: Joint Meeting: 9:00 AM - 10:30 AM Location to be announced WE follow up