

**Palomar Pomerado Health
Community Relations Committee**

September 16, 2009

START TIME: 3 – 5 p.m. --Start Promptly

456 E. Grand Avenue

Escondido, Ca 92025

	<u>Time</u>
1. Introductions	5
2. Review Minutes—July 15, 2009	5
3. Social Networking, Web Strategy, District-Wide Internet Usage/Policy FY 2010 (Marketing Staff and Avid Design Representatives)	40
4. Board Members Q&A	10

Please note:

***To abide by time schedule, individual questions or comments will be limited to 2 minutes per person.**

***Cell phones should be on vibrate or off.**

Distribution:

Voting Members:

Jerry, Kaufman, Chairperson

Michael Covert, CEO

Linda Greer, R.N.

Bruce Krider

Alt: Nancy Bassett, R.N.

Gustavo Friederichsen

Tammy Chung

Tami Weigold

Nina Kim

Trina Hinch

Cathy Blazek

Ann Koeneke

Andy Hoang

“If you have a disability please notify us at 858.675.5376, 48 hours prior to the event so that we may provide reasonable accommodations.”

Approval of Minutes

TO: Community Relations Committee on September 16, 2009

FROM: Tammy Chung, Secretary

BACKGROUND: The Secretary of the Community Relations Committee respectfully submits the minutes of the meeting held on July 15, 2009.

Gustavo Friederichsen, Chief Marketing & Communications Officer, has reviewed the minutes.

BUDGET IMPACT: None

STAFF RECOMMENDATION: Approval of attached minutes.

COMMITTEE RECOMMENDATION:

Individual Action: X

**Palomar Pomerado Health
COMMUNITY RELATIONS COMMITTEE MEETING
Corporate Offices – 456 Grand Avenue, Conference Room
July 15, 2009**

AGENDA ITEM	DISCUSSION	CONCLUSION/ACTION	FOLLOW-UP/ RESPONSIBLE PARTY
CALL TO ORDER	3:00 p.m. Meeting was called to order by Jerry Kaufman .		
ESTABLISHMENT OF QUORUM	Linda Greer Also attending were Gustavo Friederichsen, Tami Weigold, Trina Hinch, Andy Hoang, Nina Kim, Brian Lorenz (Lorenz Advertising), and Tammy Chung		
NOTICE OF MEETING	The notice of meeting was mailed consistent with legal requirements.		
PUBLIC COMMENTS	No Public Comments		
Introductions	Round table introductions were made.		
MINUTES FROM May 20, 2009	The minutes from the 5/20/09 meeting were approved by Linda Greer with a second by Jerry Kaufman .		
<i>Night of Nights Event</i>	<p>Andy Hoang presented an overview of the pre/post <i>Night of Nights</i> media. He showed samples of media and video clips. (Power point presentation available.) Linda Greer inquired as to what we did better this year. Andy said we had a compelling story of Deron Albright. Gustavo also mentioned that we are starting to create “traditions.” Jerry and Linda congratulated Andy on receiving this media attention.</p> <p>Nina Kim sat on the <i>Night of Nights</i> Steering and Auction committees. She coordinated the <i>Night of Nights</i> collateral and AV materials. At the event, she coordinated evening’s schedule and production of the A/V materials.</p>		

	<p>(Power point presentation about the print and A/V collateral available) Sponsor Event – Save the Date Postcard Sponsor Appreciation Event Invitation 2009 <i>Night of Nights</i> Sponsorship Package 2009 <i>Night of Nights</i> Save the Date Postcard 2009 <i>Night of Nights</i> Invitation 2009 <i>Night of Nights</i> Email Campaign 2009 <i>Night of Nights</i> Evening Program 2009 <i>Night of Nights</i> Signage 2009 <i>Night of Nights</i> Auction 2009 <i>Night of Nights</i> Evening Presentation</p> <p>Linda Greer thought the guaranteed purchase was a great improvement to the auction piece. Brian Lorenz agreed and mentioned that he thought the guaranteed purchase concept brought in the truly interested individuals to the auction. Jerry inquired as to who secured the various auction items. Gustavo said it was a team effort; however Torsha Tomlinson provided many of the high value items in the Live and Super Silent Auction. Gustavo suggested that the organization recognize Torsha Tomlinson’s efforts toward the success of the event with possibly a special PPH Board recognition.</p> <p>Brian Lorenz of Lorenz Advertising reminded the committee that the 2009 <i>Night of Nights</i> collateral was designed to be used for several years, so that most of the development costs could essentially be amortized over the next few years. Brian is proud to show the <i>Night of Nights</i> collateral in the Lorenz Advertising portfolio. The Tomlinsons truly appreciated and liked the collateral. Brian read a thank you note he received from Gerald Bracht regarding the <i>Night of Nights</i> collateral. Brian congratulated the PPH team on the event’s massive success.</p>		
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Trina Hinch described her role as the coordinator of printing and mailing of the *Night of Nights* collaterals. She worked closely with Lorenz Advertising and Rush Press.

Tami Weigold sat on the *Night of Night's* Steering Committee. She coordinated various last minute tasks leading up to the event at the Foundation offices during the final week. During the event, Tami and Trina shadowed the two event photographers to achieve a list of desired photos.

Gustavo Friederichsen reported on the *Night of Nights* Event:

Background

- The integral element of the five-year agreement/partnership between PPH and LaDainian Tomlinson.
- Part of a “fundraising track” proposal (which includes branding, recruitment and public health improvement)--PPH and LT host annual fundraising event designed to raise “a minimum of \$500,000 each year.

2008 Results

- Marketing worked collaboratively with PPHF to create a brand, image, and a complete marquee event that raised \$642,000 and netted \$282,000
- Sold out event – 700+ attendees
- Outstanding emcee – Emmitt Smith
- Comedian was “good” to “very good” – Jake Johannsen

2009 Results

- Marketing worked collaboratively with PPHF to coordinate an event that raised \$2 million and will most likely “net” approximately \$1.5 - \$1.7 million
- Sold out event – 700+ attendees
- Outstanding emcee – Dan Fouts
The Tomlinsons and Dan Fouts have great chemistry

	<p>Linda Greer added that some people attended the event for Dan Fouts Gustavo would like to secure Dan Fouts for the 2010 event soon so that we could use him in the media, collateral, emails ASAP</p> <ul style="list-style-type: none"> • Comedian was “very good” to “outstanding” – Dom Irrera– there have been a handful of folks who did not “like” Dom as much as Jake Johannsen <p><u>Event Highlights</u></p> <ul style="list-style-type: none"> • Look and feel, aesthetics, décor, table settings, overall quality was exceptional. • Program was highly entertaining, captivating and engaging • Patient story (tradition) was well received and placed prior to Fund an Item. • Tomlinson Gift of \$100,000 was a nice surprise (result of cultivation) <p><u>Event Lowlights</u> Revisit VIP Experience Logistics of Fund an Item Valet Parking Inclusive</p> <p><u>2010</u> In preparing for next year’s event, Gustavo asked, “What is essential for continued success?” First and foremost, continue the trustful relationship with the Tomlinsons. Two key reasons why the event was so successful a) Torsha’s involvement and b) LaDainian’s role and commitment level. Also, the continued collaborative process shared with the PPHF. The Marketing team handles all content, design of materials, creates all electronic vehicles, writes the “show” and manages all visuals -- from displays and signage to videography and special effects. PPHF is responsible for raising the dollars for PPH. This integration worked relatively well. Marketing secured the emcee via IMG National Speakers and the comedian through Headliners Entertainment Group, which also represents Jake Johannsen, Frank</p>	<p>Jerry Kaufman to be a liaison to represent the Community Relations Committee’s recommendations to the PPHF for the 2010 <i>Night of Nights</i> event.</p>	
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	<p>Caliendo, and many other comedians and entertainers. The Gala Committee members who worked well together should remain intact.</p> <p>Gustavo reported that the hotel was the best venue in terms of environment -- tasteful, accommodating and first class in terms of customer service.</p> <p>The Auction facilitated by Steve Hamman was successful. The Tomlinsons willingness to “expand” items for multiple offerings such as the Jeffrey Strauss dinner with them and sitting in their private box at the Chargers game resulted in an increase in the amount raised during the Live Auction.</p> <p>Gustavo also mentioned that there have been candid discussions relative to speeches and real impact on entire evening – from food prep and delivery to delays in staging (comedian, Fund an Item, crowd interest, etc.) This item has been addressed and slight adjustments will be made to improve “flow” prior to the emcee taking stage at next year’s event.</p> <p>Linda Greer suggested that the PPH Project 21 have more of presence at next year’s event.</p> <p>Jerry Kaufman suggested a major “Naming” opportunity at next year’s event.</p> <p>Gustavo presented a summary of the event to-date as being the most successful fundraising/friendraising vehicle in the history of PPH. In two years, the event has sold out twice (700+) and raised more than \$2.6 million. In years past, PPHF raised approximately \$45, 000 in one event. For this event to continue to set the standard for excellence, entertainment and exceeding all expectations – it will take the same collaborative energy. There is no question that the <i>Night of Nights</i> brand (marketing generated) will culminate in five years into more than 100 new donor prospects, 3,500 attendees and more than \$89 million raised.</p>		
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	<p>Gustavo mentioned the overall perspective was Dan was outstanding, LT was very good, comedian “waited significant amount of time” for his act – and though he was very nice and accommodating he waited 50 minutes to start his routine. Overall “vibe” was exceptional. People were having fun. They were connected with each other as well as PPH. This is why the event has several “layers” – entertainment, emotion, competition, philanthropy, humor awareness and ultimately understanding PPH and the vision for the organization not captured just through a series of “talking head and video tributes.”</p> <p>Jerry Kaufman gave kudos to the Marketing staff. He has been on various fundraising boards and none have raised as much money so quickly in such a short time.</p>		
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<p>BOARD MEMBERS Q&A</p>	<p>No further comments or questions. The meeting was adjourned at 4:40 p.m. The next meeting is scheduled for: September 16, 2009, 3-5 p.m.; PPH Corporate Offices 456 Grand Avenue,</p>		
<p>SIGNATURES</p> <p>Committee Chair</p> <p>Committee Secretary</p>	<p>_____</p> <p>Jerry Kaufman</p> <p>_____</p> <p>Tammy Chung</p>		

Social Networking, Web Strategy, District-Wide Internet Usage/Policy FY 2010

TO: Community Relations Committee

MEETING DATE: September 16, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo Friederichsen, Marketing Department Staff and Representatives from Avid Design will report on Social Networking, Web Strategy, District-Wide Internet Usage/Policy FY 2010.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X

Board Member Q&A

TO: Community Relations Committee

MEETING DATE: September 16, 2009

FROM: Gustavo Friederichsen

BACKGROUND: Gustavo Friederichsen would like to open the floor to questions from the Board Members on any topics related to the Community Relations Committee.

BUDGET IMPACT: None

STAFF RECOMMENDATION: For information purposes only

COMMITTEE RECOMMENDATION:

Information: X