

**The Rainbow Connection
Board of Directors
January 21, 2016**

Meeting Minutes

Present: David LewAllen, L. Brooks Patterson, John Jackson, Dominic Mocerri, Rebecca McGovern, Dan Flynn, Ryan Giacalone, Sue Welker, Julie Nicholson, Russ Shelton, Greg Anderson, D'Ann Colombo, Mary Grace McCarter, Ruth Sosnowski, Barb Massie, Kelly Collins and Megan Phelps.

Excused: Howard Goldman, Michael Collischan, Fred Hoffman, Janet Dobson Vernier, John Welker and Jeff Hauswirth.

[REDACTED]

Call to order

The meeting was called to order by President David LewAllen at 5:04 pm.

A motion was made by Dominic Mocerri to approve the minutes, seconded by Julie Nicholson. President LewAllen called for a vote. The motion passed unanimously.

Message from the President

President LewAllen shared that this would be a Dream Maker's Ball Board Meeting. He welcomed new board member Sue Welker.

President LewAllen is working with Executive Director (ED) McCarter on planning a Grand Rapids initiative to spread awareness in West Michigan. Mr. Mocerri asked if it is possible to consider future board members from the Grand Rapids area. President LewAllen stated that would fit well with the goal of geographic diversity. President LewAllen also shared TRC is adding a Development Committee to build stewardship and pursue large corporate gifts.

A meeting has been secured for the week of January 25, 2016 with Andy Appleby of General Sports to discuss holding the annual Walk for Kids event at the new Utica ballpark. Mr. Mocerri added Mr. Appleby will be pleased to have honorary bat boys and girls throwing out first pitches. Mr. Appleby's wife, Chris, is active with Sweet Dreams.

2015 Review by Executive Director

[REDACTED]

TRC received a letter from Charity Navigator in December advising of a fourth consecutive year of receiving a 4-star rating. This rating is making a difference in referrals and donations. There are pre-written paragraphs about Charity Navigator if needed by the Board.

[REDACTED]

Dream Maker's Ball Recap

ED McCarter displayed the 2015 invitation and the 2016 save the date. This year has a whimsical more romantic magical theme rather than the classic magic of 2015. The ambassador is five year old Aidyn who lives in Marysville, MI. His wish is to go to Disney World. He wants to be a police officer when he grows up and Mr. Anderson has arranged for Aidyn to be a police officer for a day. He will get a badge, a ride in a helicopter and be able to see a bomb robot at work among other things.

Ms. Phelps passed around the 2016 sponsorship goals and 2015 actuals. [REDACTED]. In 2015, there were [REDACTED] attendees and this year's goal is to increase by [REDACTED]. Giving opportunities last year included his and her Shinola watches and the chance to choose a pair Louboutin shoes from Neiman Marcus along with a champagne toast. This year we have approached Tapper's for the watch and we are also thinking of a luxury handbag to replace the shoes.

[REDACTED]

Ms. Phelps gave an update on the live auction. Dan Stall will be returning as the auctioneer. He is once again donating the Top Gun package. Tory Burch has been approached for a luxury handbag donation. We are also looking for contacts at Lou Vuitton and Marc Jacobs. Ms. Nicholson asked if Kate Spade has been considered as she knows someone who works in a department store where Kate Spade is sold. Ms. Phelps described how we were able to obtain the Louboutin item last year by working with Neiman Marcus. Ms. McGovern suggested other brands to try; Prada, Chanel and Chloe.

Mr. Mocerri suggested asking Lucido to donate five pairs of stud earrings for a live auction item. The audience is more willing to purchase something for wish children than themselves. Ms. Phelps stated last year there were two items during the live auction which were for wish children; Tessa's Cottage and the Mommy & Me Spa Package.

Sponsorship

Ms. Massie handed out the 2015 Dream Makers Ball Sponsor List. She thanked individual board members for helping to secure [REDACTED] in sponsorships. 2015 sponsors received a thank you which stated the total raised. Many sponsors loved the event and had a positive response. The winner of the cottage live auction item, [REDACTED], went above and beyond to make the cottage special and confirmed he will be back this year. ED McCarter explained the importance of stewardship and that we want to make multiple points of contact, not just when we are asking for sponsorship.

The [REDACTED] confirmed they look forward to being a Premier Sponsor again. The sponsorship goal is [REDACTED]. Ms. Massie will be connecting with Board and committee members. All 2015 sponsors have received a sponsorship packet which includes the Charity Navigator letter and Annual Appeal. The 2016 sponsor status includes [REDACTED] a Silver Sponsor. Ms. McGovern advised that she will be meeting with [REDACTED] in February and will ask them to consider moving up to a Silver Sponsor. ED McCarter shared [REDACTED] was a sponsor last year. They will be asked again. ED McCarter thanked Mr. Mocerri for inviting her to participate in the Beaumont Mocerri Education Center reception. [REDACTED]

Mr. Mocerri shared Children's Hospital's Troy location Grand Opening is on February 1st. He asked if TRC has anything planned. ED McCarter explained there is nothing formal for the time being, but we will be working with them.

The DMB sponsorship packet was distributed. Mr. Patterson asked what Program Leadership referred to on the 2014 Use of Funds Chart. ED McCarter explained that Administration had been broken down into two sections.

[REDACTED]

Mr. Mocerri moved to increase the sponsorship goal to [REDACTED] and the motion was seconded by Mr. Giacalone. President LewAllen called for a vote. The motion passed unanimously. ED McCarter confirmed that TRC staff would help with procuring sponsorships in any way needed.

Mr. Anderson inquired about the link to the TRC video. Ms. Massie is looking into that and will provide the information.

[REDACTED] have agreed to be recognized as an honorary committee members. [REDACTED] will also be approached.

Mr. LewAllen also recognized Mr. Anderson for his service as a Past President of the Board.

The meeting adjourned at 6:04 pm.