

# Marketing & Development Committee Meeting

## Friday, March 4, 2022, 11:00 AM

In Attendance: Suzanne D'Addario Brouder, Marilyn Cohen, Yuka Hashimoto, Robin Merle, Shirley Jenks, Larisa Gelman, Luz MacManus, Jacqueline Cannon

### Gala Committee

- Potential Gala Committee Members
  - 2 tier support options
  - Potential Vice Chair Committee Members
    - Marilyn Cohen
    - Robert Merrell?
    - Elana Slobodien?
    - Howard Sendrovitz?
  - Members
    - Reach out to Mike Smith
- Identify Committee Responsibilities & Expectations
  - Pledge \$5,000 directly (for 2 tickets), do outreach for additional support
  - Top Tier: \$5,000 - \$10,000
  - Tier 2: Outreach commitment
  - Time Commitment: Have an initial launch/brainstorming kickoff (can be on Zoom), invite them, and then let things fall into place: their role is to bring money, people, and sponsors
- Venue
  - Connect the space to a theme: looking forward, future oriented
  - Plaza: Convenient, elegant, waiting on pricing
  - Chelsea Factory: owned by Joyce Theater,
- Identify Honorees
  - Judi Linden
  - Peter Lederer: First Board Chair; honor with an award
  - John D'Addario Award: has a rich history with M&F, as a founding supporter would be honored to receive the award. Will need to strategize on how to make the approach.
  - Corporate: Sony, JP Morgan, or First Republic
  - Judy Evin: potential sponsor for new Midori Fellows program - college student service & wellness program
- Artistic Advisory Committee
  - Have a table in each artist's name? Comp the artists and advertise the table. Special level tables can sit with an artist.
  - Opportunity to add more artists
- Gala Style
  - Dinner style with tables
- Entertainment
  - Student performances - video or in person?
    - Bring some students in, supplement with video

- Teen program performers
  - Potential Midori Fellows performers
- Garth Brooks
- Jake Shimabukuro
- Tickets
  - Offer virtual tickets, at same price as in person tickets

## To do/next steps

- Start working on description of each award – review Alan Fischer award for reference