

CCAB Fundraising Sub-Committee Meeting  
Wednesday, September 8th at 10:30am at the Capitol in room 0112.  
Agenda

- I. Status of Sponsorships – Goal \$125,000
- II. Status of Save the Date distribution
  - Sen. Steadman sent the date to all current Senators (and a couple different lobbyists).
- III. Status of Ticket Sales
  - Registration module has been created.
  - Do we want to accept cash or checks? Yes.
  - Which re-direct address should we choose? [www.coloradochannel.net/castofcolorado](http://www.coloradochannel.net/castofcolorado)
  - Include occupation and employer as a required field (in addition to basic contact info)
  - When should registration close? October 20, 2010 (we can always extend this date if need be)
  - Did we decide on a maximum number of registrants? No, the more the merrier.
- IV. Invitation to Leadership
  - Everyone knows about it
- V. Printed invitations
  - What format do we want? (See examples) Definitely with an envelope. Doesn't matter if it is a postcard or folded.
  - What is the printer willing to print? All costs covered.
  
  - Text for printed invite:  
You are Cordially Invited to The Cast of Colorado Fundraising Event  
Thursday, November 4th  
Location: Denver Art Museum – Ponti Hall (North Entrance)  
12:00pm - 1:30pm
  
  - Please join us for a seated luncheon and to support the future of the Colorado Channel  
Cost: \$100/ticket  
To register, please visit: [www.openmediafoundation.org/castofcolorado](http://www.openmediafoundation.org/castofcolorado)  
All contributions are tax-deductible
  - How will we handle the mailing of these (i.e. what is the process?) They will not be mailed.  
They will be distributed by hand by the board.
- VI. Program for luncheon/Overview of event
  - Postpone until October
- VII. Anything else to add?
  - Ethics Committee – It appears that the EC is **not** going to rule favorably in regards to us “gifting” admission to members for this event.
  - Sen. Steadman has found a photographer that is willing to donate services for this event.

#### VIII. Additional action items

- Deb to provide estimated budget for broadcasting the JBC live. Info needed by the end of the week (to be used for leveraging sponsorship.)
- Deb to send Don Knox the save the date card; the registration link and the various levels of sponsorships.
- Deb to provide weekly check-ins with the board, to keep people on track for the event
- Deb to ask Ed if we are an official "c3" nonprofit organization (i.e. are the donations in fact tax-deductible.)
- Deb to find out who people should make their checks out to (Jeff confirmed checks should be made to "Colorado Channel Authority")
- Investigate space and inquire about projectors (Rep. Benefield, Laura H. and Deb to check-out event location and ask all logistical questions following today's meeting.)

#### IX. Next meeting date

- After the next board meeting on Monday, September 20<sup>th</sup>.