

MINUTES

EVERY KID COUNTS EXECUTIVE BOARD MEETING

DATE: January 13, 2011

PRESENT: Stacy Gielda, Rob Perelka, Nancy Russo, Chris Percy, Ed Sandidge, Michael Preble, Jeff Gellar, Tye Ray and Marilyn Waters

ABSENT: Steve Holden, George James, Dax Jones, Gordon LeBlanc, Jr., Ed Stolze and Dan Wheeler, all excused.

1. Meeting called to order at 11:41am.
2. Motion made, seconded and passed to accept the December minutes with the correction to show Kay LeBlanc was present at the December Executive Meeting.
3. Chairman Gielda reported that 2010 was an exceptional year for EKC. The number of partners becoming involved with EKC is very promising; efforts to rebrand the direction of EKC and the name recognition growth were areas that showed promise. As of now 50% of the Executive Board are business owners, CEOs or other business officers. What he hopes to see in 2011 and beyond is the completion of the Business Plan, a necessity for moving forward and more specific direction for where the Charity needs to go. He wants to see continued work to add more board members from the business community.
4. Vice Chairman Percy reported that while pleased with the results of the 2010 Golf Tournament he is looking to results from the 2011 Tournament to be doubled or more. He will once again be Chairman for the 2011 Annual Golf Tournament. He stated he now has a connection with SRP and wants to get them more involved in the Charity and some of its events. They saw the video created for EKC by the Scottsdale Chamber for the Sterling Awards and were very, very impressed. He also feels that video is a great tool to use to let business know what EKC does. He would like to see the Charity focus on fewer fund raising projects but do them really well so more money can be generated for our projects. He would like to see the Charity work on getting involved with the United Way officially and would like to see Board meetings focused on EKC projects and events.
5. President Perelka reported that the turnout at the New Year's Eve event was somewhat less than anticipated due to the very cold weather. That aside, those that attended had a great time and he feels that this could be a good revenue source in the future. All the businesses involved were very upbeat about EKC being their selected charity.
6. Nancy Russo presented the January Treasurer's Report. Motion made, seconded and passed to accept the report pending future audit.

7. The following committee chairs have been accepted:

Grants – Michael Preble and Ed Stolze, co-chairs
Education – Michael Preble
Fund Raising – Chris Percy
After School Sports – Dax Jones
Volunteers – Doris Walls

Stacy Gielda will chair the Branding Committee and co-chair the Platinum Club with Chris Percy. Chairman Gielda asked for more board members to participate as chairpersons as well as volunteer to work on the committees.

8. Discussion was held regarding the website which has been updated by Tye Ray. Most felt it was very important that an annual calendar with a schedule of events be on the site. Advance notice is very, very important to generate participation at our events and to encourage sponsorships, etc.

9. Jeff Gellar reported on the status of the 2011 Aces & Bases event. The event will be held at the D C Ranch Homestead Community Center, 9797 E Legacy Blvd, Scottsdale. This venue can accommodate 150 people and he has set a fund raising goal of \$20,000. The advantage of using this venue is that EKC can provide the food and refreshments for sale, thereby cutting down the cost of the event. The event begins at 4pm with a Meet & Greet; the Poker Tournament begins at 5:30pm and the Casino Night doors will open to all in attendance at 7pm. There is a critical need for prizes and sponsorships and he asked that each board member be responsible for at least two door prizes. Motion made, seconded and passed that Jeff set the pricing for the event as follows: \$100 Advance Poker Tournament Ticket / \$120 at the door; General Admission (allows entrance to Casino Night) \$40 Advance Ticket / \$50 at the door. A motion to allow Dream Dealers to use the EKC Liquor License for the event was also made, seconded and passed.

10. President Perelka made presented the name of John ~~Ridishi~~ Radice, owner of Dos Gringos, as an Advisory Board Member. A motion was made to accept John as a Board member, seconded and passed.

11. Rob asked that the board approve the use of the EKC Liquor License for the St. Patrick's Day event March 17th at Downtown Scottsdale Craftsman's Court. Motion made, seconded and passed.

12. The Executive Board meeting was rescheduled for Thursday, February 10, 2011 at 11:30am in the Conference Room of the AT&T Offices at 20830 N Tatum Blvd, 4th Fl. Lunch will be provided.

Meeting adjourned at 1:30pm.

Respectfully submitted,

Marilyn Waters

Marilyn Waters, Secretary