

Relay For Life of Woodbury Committee Meeting
Thursday, February 5, 2009, Woodbury United Methodist Church

Present

Michelle Alpers
Carmelo Cruz
Nicole Grochow
Holly Guerrero
Mary LaPrairie
Mara Mayberry
Robyn Musto
Barb Naglosky
Jenna Richter
Marilyn Ruzich
Melissa Thone
Jill Williamson
Linda Zawacki

Absent

Heidi Bardwell
Carolyn Betz
Roslynn Bystedt
Karen Graves
Amy McMullan
Dave Olson
Pam Olson
Kimberly Orf
Bill Sawyer
Tammy Stokes
Holly Weiss
Terry Zemke

Agenda Discussions

What's new and exciting/Introductions:

CPS-3 noted below. Maintaining location at Ojibway Park. Mayor Hargis, Honorary Chair, is doing well with his radiation treatments for prostate cancer and has been very open with it in his interactions with community.

Our mission/purpose and how many days are left:

Strong team recruitment not only helps meet monetary goals, it increases awareness of early detection, prevention, treatment and the need for continued cancer research funding. (Mary's apologies, this is what she had written for our November meeting and not what was ad-libbed last week. It is completely open to suggestion.)

Days left...135.

Money: \$230,000 net = \$240,000 gross

Teams: 65

Survivors: 110

Sponsorship: \$26,150

ACS CAN Members: 5

CPS-3 Enrollment: 160-185

CPS-3:

Let's Cure Cancer by Preventing Cancer! Are you between the ages of 30 & 65? Never been diagnosed with cancer? Committed to the fight to eliminate cancer? You might be interested in participating in the third Cancer Prevention Study! Woodbury's Relay is one of three enrollment sites throughout Minnesota (Rochester Relay For Life and Fon du Lac Reservation area the other two.) Holly Guerrero will be recruiting 13 volunteers from other Relays to help in the 40x40 tent. It was agreed we didn't want to pull registered participants from ceremonies, as the 4-hour commitment would necessitate. Committee members wishing to enroll for the study will be able to prior to opening to the public. For more information: www.cancer.org/cps3

Sponsorship-Arming Yourself/Recruitment Wheel: Please keep the recruitment wheel on hand to consider potential team leaders, team members, committee members and SPONSORS! The benefits of being a sponsor beyond tax write-off: presence on the track w/nearly 3000 community members passing by, community goodwill, in-office ACS programs, logo placement on signs, t-shirts, advertisement, etc., brand name association with The American Cancer Society. Melissa will be emailing the 2009 Sponsorship Level guidelines to all.

Sub-Committee Status updates:

Online - Cruz: Problems being addressed and resolved as they come in. Will be exploring the possibility of using a Relay For Life Facebook application.

Finance – Jill: Deposit slips designed for 2008 will be used again for all money turned in NO EXCEPTIONS. These slips will be provided in team packets at Thursday's team meeting.

Food – Marilyn and Barb: Food prep will take place in the lower level of Ojibway Park building where there is running water and some refrigeration. A pop-up canopy will shelter tables where Marilyn, Barb, & Co. will be serving food directly outside the building. Picnic tables (and possibly a large tent) will be provided for diners. Barb has partnered with Frito-Lay for donated chips, pretzels, nachos, etc. The idea came up of serving "Tacos in a Bag" in lieu of hot-dogs which didn't go over well with Cruz. Once again, two pizza coupons per team will be provided in the registration packets. Marilyn reminded us that we need more water than last year.

Registration – Robyn: At this early date in the season, there is nothing new to report. Will be ready to get people information packets at Kick-Off. United Educator's Credit Union will be sponsoring Survivorship activities again for 2009.

Luminaria – Mara: Mara envisions the pathways all around the building and band shell lined with Luminaria bags. An estimated 5000 bags would then be necessary versus approximately 3700 used last year. It was difficult to track exactly how many Luminaria were placed in 2008 as many teams did not return the tally forms. A Luminaria sales contest was discussed, which would require people use the forms. Another idea was similar to "How Many Marbles in the Jar" estimation; "How Many Luminaria at Relay" or "How Many Feet of Luminaria at Relay" Mara reported that there is a solo musical talent identified by Roz Bystedt that might be utilized during the Luminaria Ceremony. The glow stick narration was very well received so that will be returning again for 2009.

Survivorship – Nicole: Nicole will be joining Pam in this area. An ACS Valentine card will be sent to all of our registered Survivors (c. 280) with a note explaining the various ways they can get involved with Relay outside the Opening Ceremony and Lap.

Sponsorship – Mary for Dave: Everyone is encouraged to make the ask for Sponsors. To date, Assurant, Country Financial, and the Woodbury Bulletin have confirmed 2009 participation. Allianz and HealthEast are metro sponsors and handled by ACS. Genesis10, Stonemill Farms, and The Hartford have yet to commit but have been contacted. Silver Level sponsors, CDI, MetroUrology, and MOHPA have yet to commit and WAA is on board for donation in kind.

Silent Auction – M. for Tammy and Kim: Heidi Bardwell will be joining the SA team this year. The mailing campaign and door-to-door asks will get started in the next few weeks. As always, if anyone solicits a business they have a personal connection to, please let the chairs know so they don't double-dip.

Logistics – M. for Bill: Layout of the field will likely remain the same with the exception of CPS-3 40x40 tent at the far South end of the walking track. To our knowledge, we will be able to utilize the entire length of the track since the construction semi will be gone, and the asphalt will be repaired.

Clean Up – Jenna: Jenna will be coordinating clean up efforts for Saturday morning, recruiting a team of people to assist. It was mentioned at the November meeting that all committee members participate in clean up this year until the job is done. Bob and Laura Miller have provided their lawn tractor and trailer in the past and Mary will ask them for this assistance again.

Teams – Michelle: 36 teams have committed thus far with 21 registered online. Only four teams have indicated they will not be returning. Michelle continues to make personal phone calls to returning Captains resulting in terrific insight to successes, difficulties, and opinions. Contact Michelle if you know of someone who has expressed interest in forming a new team and she will promptly get in touch with mentoring assistance.

Publicity – Mary: The Woodbury Bulletin will be our media sponsor again this year. They have committed to four monthly feature stories, a quarter-page advertisement, regular press releases, viewpoint submissions, and a full-size wrap-around pullout (spadia) the week of the event. An extra four hundred spadia will be printed to stand as our program at the event. A direct Relay link will be on www.woodburybulletin.com as well as a 30 second video interview about the event. Posters will be at the Kick-Off to distribute around town. The Pioneer Press and Star Tribune receive all press releases but run them with less frequency than the Bulletin.

Team Captain Kick-Off Meeting Agenda & Assignments

Thursday, February 12

Woodbury United Methodist Church - Fellowship Hall.

Committee, if possible please arrive by 6pm to help get the room and registration table prepared. Teams are expected by 6:30pm. Melissa will be bringing ACS nametags so please be sure to fill one out and indicate you are COMMITTEE.

Mara encouraged everyone who is not assigned to a particular task such as registration or finance, to mix with the team participants as they are coming in. Be available to answer questions, engage returning captains with new captains, ask their reason to Relay, introduce new committee members, make sure they take home Luminaria bags, etc.

Michelle, Robyn, Holly, and Melissa will be at the registration table with Jill and Terry at another collecting money.

Mary will create a newsletter.

Cruz will have an online registration station available.

CPS-3 representatives, Laura and Holly, will give a 15-minute presentation.

If you have an information piece to include in the team packets please submit an e-copy to Melissa by Tuesday afternoon. Otherwise, bring copies to set on the registration table.

Any team registered online at the Kick-Off will be eligible for a pull-from-the-hat prize drawing.

Mary is going to work on the agenda and get consensus by Michelle and Cruz by Tuesday evening.

Please let Mary know if there are any corrections or additions for the minutes.

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