

Imerman Angels, Impact Committee Meeting Minutes, June 21, 2016

Meeting commenced at 6:13 pm

Imerman Angels Staff in attendance:

Ben Bornstein, CEO, Executive Director
Erin Leyden, COO, Director of Development
Jeanne Long, Director of Program and Outreach
Mike Arnold, Consultant

Committee Members:

Beth Bond
Jason Milton
John Hage
Gina Nolan
Matt Abeles
Nandan Shah
Stan Siuta
Joseph St. Amant
Chris Stefani
Laura Tigges

Unable to attend:

Joe Caltabiano
Lisa Frank
Victoria Magnus
Zachary Nold
Jared Palmer
Brian Reinhold
Amanda Ryznar
Joe Schneider
Sharbel Shamoon
Natalie Stolarski

Ben Bornstein welcomed the committee members back and shared with them the news of the inaugural Imerman Angels Global Update with senior leadership on June 8th. All board and committee members were invited to participate. Ben also shared a list of 10 action items* for committee member engagement.

Committee members were encouraged to continue to “like” Imerman Angels on Facebook, share posts and events, and Post on LinkedIn, as well as adding to their profiles that they are an Impact Committee Member for Imerman Angels and WHY!!

Erin shared the mission of the Impact Committee. Jeanne and Erin shared the breakdown of the Program/Outreach and Development/Events sub-committee needs.

The meeting continued with introductions of committee member leaders in Outreach (Gina Nolan) and Development (Matt Abeles) and their willingness to lead the subcommittees. A discussion ensued regarding the required efforts from committee members in these areas.

Outreach Engagement

Corporate Engagement

Joe St. Amant shared that he had set up a meeting with PR firm Weber Shandwick for Imerman Angels to introduce our mission to their office.

Laura Tigges spoke of her experiences at DeVry and their willingness to engage in wellness opportunities.

Brunch Run Outreach July 23rd – Montrose Harbor – A request for the recruitment of 10 people by each committee member for the Brunch Run was made.

Subcommittee minutes from Outreach Committee:

Attendees: Beth; Chris; Gina; Jeanne; Laura; Joe; Nandan

- Price points for auction items
- Bright Angel package from blue and white (did it sell – find out from Eileen)
- After gala party/outreach for different price points
- 4th Presbyterian outreach; religious groups
- Joe set up meeting with his PR office – Erin and Jeanne could go
- Invite track groups from colleges/High Schools
- Brunch Run link to come from Jeanne
- Get sponsorship/registration link from Jeanne
- Facebook live videos for promo?
- Stories for the Patch for Brunch Run

Development Engagement

Erin explained the Gala focus and the honoring of City of Hope and Dr. Steve Rosen. The request was made for one auction item or support for one table. An invitation was extended to the Impact Committee members to be part of the host committee and what those responsibilities would entail.

Matt Abeles shared the spread sheet he created for the Impact Committee and encouraged others to update information. Matt also suggested a 50/50 raffle for the Gala. Discussion of an after party occurred.

Committee members broke into subcommittee meeting for Outreach and Development.

*** Additional subcommittee meeting notes are attached for review.*

Erin & Jeanne Action Items:

- Brunch Run codes and flyer
- Send sponsorship information for Brunch Run
- Send 10 ways to Support Imerman Angels list
- Create Letter for outreach to corporations and MA recruitment letter
- Provide Marathon assets
- Meeting adjourned at 8:22 p.m.
- **Next meeting scheduled for July 12th, 6 pm**

***CALL TO ACTION ITEMS**

- Board Recruitment
- Articles/stats re: psychosocial support
- Pharma/Biotech introductions
- Corporate Partnerships
- Digital Marketing, National Marketing/PR support/contacts
- Auction Items for events
- Attend Events, employer sponsor/match
- Follow on Social Media, include IA in LinkedIn Profile
- In-kind services – Printing – Computers – Promotional (Hotel points and Flight miles)
- Contact survey