

RHS 50th Anniversary Committee Meeting Notes
November 5, 2008
7:30 pm Bessie Chin Library

Present: Robin Moller, Jane Shapiro, Veronica Tunucci, Eladia Leddy, Becky Reed, Tom Sivertsen, Richard Torney, Cindy Brown, Nancy Lubamersky, Paula Skov, Marilee Rogers, Sue Chelini, Tom Malvino, Jeannie Perry

Meeting Dates & Name: Steering committee meetings will continue being first Wed. of each month, at 7:30 PM in the Redwood High School Library. Name of group: "Redwood's 50th Anniversary Committee." Meeting dates: Dec.3, Jan 7, Feb 4, Mar 4, Apr 1, May 6 (recap mtg.)

RHS Hall of Fame/Achievement: Tom Sivertsen discussed the possibility of instating a "Hall of Fame" for Redwood graduates who have "made a name for themselves" (3 Pulitzer Prize winners have graduated from Redwood, an Academy Award winner.) It was discussed that it could have a framework similar to the newly developed Athletic Hall of Fame. (Sue will share her information with Tom.) The inductees could be announced at the Saturday night *Redwood Rocks through the Ages* party. Sue Chelini will introduce the idea at the upcoming RHS staff meeting.

Logo: Anne Doyle prepared a few versions of a logo, and a favorite was picked by the group. Robin, Jeannie and Eladia will work on a final version with Anne. Everyone was grateful for her help.

Website: Jeff Slavitz launched our website: www.Redwood50.org. It is a fantastic start and very important tool to advertising the events of the Anniversary. People would like to make the events and site look like "more fun". Specific suggestions are welcome! It was also suggested that there be a two-way link between the TUHSD website and the Redwood50.org site. Started a list of people willing to update their class' contact list. Jeff can help them with a starting list of graduates, and our most current contact information. Can leverage that to find more. Need volunteers from EVERY year for this. Please sign up, or agree to find someone else to do it for your year!

Mailing: Outreach to the alumni list should happen soon, and a lengthy discussion commenced about who and how to send the information about the 50th events to. For financial purposes it was decided to email to the names that we have email addresses for (approx. 6000), and send by paper mail (postcard or folded/stapled paper) to the other (approx. 8000) names that are in the Harris Connect database. Jeff Slavitz has agreed to help with this. Marilee will work on the correspondence piece. It was agreed to send both the email and the paper piece SOON, in November. This should be directed to the entire "Redwood Family": alumni, current RHS families, staff and board members (past & present), and all feeder communities, including their official staffs. Please send Robin "members" of the Redwood Family. Need to look into bulk mail permit.

Fundraising: Veronica Tunucci informed the group that the Redwood High School Foundation will act as the fiscal agent for the 50th Anniversary activities and process all funds. A grant for \$5,000 was submitted to the TUHSD by Sue Chelini & Veronica. The School Board "heard" it at their last meeting, and hopefully will approve as a consent calendar item at their next meeting. The school administration has agreed to pay for aspects of the event that relate to students. Discussion ensued about working with Woodlands Market as a major sponsor, as well as seeking donations from Town Center and the Village. Becky Reed agreed to contact names on the agenda for fundraising help: Town Center, Village, CM Community Fdn. CM Women's Club,

Dennis Gilardi, Michael Lappert, Melissa Gill. Eladia, Robin and Fdn. President Bob Whelan, along with Elaine Bengle, are planning to meet with Sue Santa to discuss Woodland's support. Names of business leaders from the other feeder towns were requested to spread the fundraising effort beyond the Twin Cities. Becky Reed agreed to spearhead fundraising. Tee shirts: Keith Murray (RHS vice principal) would like to have 50th anniversary tee shirts for sale ASAP. Tom Malvino will get quotes on tee shirts (from his friend Brian Schwab at Headgear Plus, Robin's connection Jim Bakken at www.blackmarketsurf.com and from Nancy Ahern 927-7572) as soon as the logo graphic is finalized.

Publicist/Marketing: A marketing plan is needed. Current and past *Bark* staff, Bob & Pat Ravasio were mentioned as possible designers. Cindy Brown offered to help implement it. Discussed the idea of a feature about "50 years of excellence". Richard Torney will contact the editor of *Marin* Magazine, Marilee will speak to Beth Ashley from the *IJ*, and Tom will discuss with Brad Breithaupt, also *IJ*. A monthly announcement on the RHS electronic readerboard was discussed (save the date, website reference.) Banners could be printed and put up around town (Redwood fences, Lark Creek gateway, CM Rec readerboard.) The local *MarinScope* newspapers would probably run regular stories about the event as well (similar to the Larkspur Centennial series.) Notices to reunion websites need to be made. Also need invitation and raffle tickets leads. Check with the Larkspur 100th anniversary committee to see when their new Larkspur history book is coming out—try to link to their publication activities. Again, marketing opportunities should be directed to the entire "Redwood Family". Ask Nancy Neu for permission for a monthly school-wide email announcing updates, starting December 1. Also public service announcements in local papers. Be sure to keep the Board of Trustees updated about our activities, in their Good News section.

Event Updates

Athletic Hall of Fame: (Sue Chelini) Inductees will be announced in January. Dinner to honor inductees on Thursday, April 23rd.

First Four Years reunion: (Paula Skov) Scheduled for Friday April 24th at Embassy Suites. Great Reunions is helping manage.

Day on the Green: (Marilee Rogers & Sue) Need to decide how many bands will perform and develop rain back-up plan. So far *Bon Tempe*, *Revolver*, the *Redwood Jazz Ensemble* and *Levy's band* have agreed to participate.

Redwood Rocks Through the Ages: Jane Shapiro, Eladia Laines, Nancy Lubamersky and Tom Malvino agreed to co-chair the event. (THANK YOU!) They will meet next week. Nancy will talk with Kathy Hartzell about what we can learn from the recent Rose Bowl. It was discussed whether we have enough audience to hold both the *Day on the Green* event and the *Redwood Rocks Through the Ages* party, and the consensus was that although the concern is real, there is a pretty big constituency who will want to attend, perhaps both events. It was agreed that a program rich in history, the possible announcement of the Academic Hall of Fame, on-going photo loops would be fun highlights of the event. The vision is a fun and lively event, as opposed to a sit-down dinner. The committee will work on details of band, tent, invitation, and budget needs for the event.

Sunday Reunions: Bark is planning a reunion on April 26.

Historian: Richard Torney reported that a history club has not been formed on the campus as hoped. It was discussed that a slide show of Redwood through the ages would be great to create for the weekend activities. Great sales idea too. Richard will work on it, but needs help.

Next meeting: Wednesday, December 3rd at 7:30 in the Bessie Chin Library.

Jeannie Perry

11/6/08