

Redwood 50th Anniversary Celebration
Minutes February 4, 2009
Bessie Chin Library 7:30

Attendance: Robin Moller, Becky Reed, Cindy Brown, Clay Lansill, Libby Tracy, Irma Wilson, Sue Chelini, Ruth Dell, Susan Rios, Michael Beardsley, Veronica Tunucci, Dianne Fanning, Nancy Lubamersky, Jeannie Perry

1. Sponsoring Organization/Redwood Rocks—Robin

A long discussion was held about our sponsoring organization. Background was given to the newcomers on how the celebration was the idea of Sue Chelini and Marilee Rogers, how the RHS Foundation agreed to be our fiscal agent, but not the underwriter. We are at a point in time where we are in need of having a sponsor so we can proceed with making deposits, paying for printing of invitations and other upfront expenses. The RHSF has expressed reluctance to front funds, especially since their own fundraising goal is below expectations. Becky Reed and Robin Moller approached the PTSA Executive Board, with a proposal to be our sponsor. The PTSA Board approved a donation to the RHSF of \$20,000 (subject to membership approval) to be used for the Redwood50 celebration. The RHSF will vote on this issue at their meeting on **February 10 at 6:30 PM in room 112**. The general PTSA membership will vote on it at their meeting at **8:30 AM February 12 in Kreps Lounge**.

Both the RHSF and the PTSA have requested for the Redwood50 committee to look into cost saving measures. In doing so we researched other large venues. It was discovered that the Marin Center Exhibition Hall is available, and was significantly cheaper than the shared tent at the Village parking area. The group discussed the pros and cons and decided to move forward on the rental of the Exhibit Hall. However, without the sponsorship from the PTSA and/or the RHSF we are not able to secure any location.

A discussion was held on rolling back the overall plan to just include the *Day on the Green*, with no organized evening party. The lack of organizational support has been a bit discouraging and time may be against us. The group was very certain that both events should go on and that in the end they will raise money. Clay Lansill suggested using the restaurants and courtyard at Larkspur Landing as a gathering place on Sat. night, if no organized event is feasible.

2. Fundraising—Becky & Veronica

We have a total of approximately \$2,000 in cash and \$13,000 in items to be used for the silent auction. With Marin Center as the venue, a live auction is a more viable option. We also have received \$5000 from the TUHSD Board of Trustees. DO NOT SPEND or commit to spend any money until a sponsoring organization is identified.

3. Communication—

Print: *Twin Cities Times* had a front page article regarding the upcoming celebration. TV: Concurrent to this meeting, many committee members (Tom Malvino, Paula Skov, Deb Bendinelli, and Eladia Laines) were being filmed at the Comcast studio promoting our events. Thanks to them for participating. The program will be aired again (it was live, 60 minutes!) on Channel 26 at the following times: Wed. February 11, 18th and 25th at 8:00 PM (for Novato audience), Tuesday Feb. 17 @ 7:00 PM, and Monday March 2nd @6:00 PM.

Website: needs conceptual review and updating.

Email: Clay Lansill suggested that a strong campaign needs to get started.

4. Historical video—

In production with Richard Torney and Roger Krakow.

5. Day on the Green: Sue Chelini

Kid zone will be on the athletic field, Tours will be led by Link Crew students, and Science labs will be open, similar to a mini open house. The Art department and Heidi Brown are doing an Art Show, CEA will host a memories mike hosted by alumni Lisa Sandberg and Jon Hirsch. Food is being donated by Woodlands Market, teachers are hosting a Redwood Garage sale, Laura Schmitt is hosting a fun run and there are 6 bands scheduled to play on the south lawn and in the Quad. The big gym is being held unscheduled in case of rain.

6. Redwood Rocks at 50! Nancy Lubamersky

Probably to be held at Marin Center, Lions Club is doing bartending, Marin Brewery is donating beer, 2 bands, *Bon Tempe* and the *Tridents*, are scheduled, silent auction, possible live auction, and an evening program. Evening program may include the announcement of the "Avenue of the Giants" distinguished alumni, as well as the re-announcement of the inductees into the "Athletic Hall of Fame".

7. Merchandise Susan Rios/Tom Malvino

It was decided to order 500 tee shirts, no hats, no mug, perhaps an etched or printed cocktail glass for a signature drink for RR50, and Redwood tree seedlings.

8. Athletic Hall of Fame: Sue Chelini

Thrilling announcement of inductees: Pete Carroll, Jim Peters, Rod Berry, Mike Connor, Caren Chappelus Horstmeyer, Laura Starrett Schmitt, Patty Gibian Monge, Buddy Biancalana, Chad Kreuter, Kirsten McKnight, and Darrell Elder. Coach's awards are to Al Endriss and Bob Troppman. Special Recognition awards to Don Kreps and Phil Rourke. Leslie Cunningham and Alison Dumont are helping Sue Chelini organize the event at Servino's.

Next meeting: **Wednesday, March 4, 2009 at 7:30, Bessie Chin Library**

Meeting adjourned at 9:20

Minutes submitted by Jeannie Perry