



Downtown Montessori Academy (DMA) Auction Meeting Minutes Wednesday, January 25, 2012 – 5:30pm at Riviera Maya

Present: Emma Kennedy, Lori Pribek, Becky Murphy, John Ryan, Heather Ryan, Melanie Roepke, Natalie Holoubek, Liz Becerra, Margery Kane and Sean Kane

- I. Sign-in & Introductions
 - a. Margery and Sean Kane who are this year's auction co-chair's welcomed the group.
 - b. Auction will be on Saturday, May 5th from 5:00pm to 9:00pm at the Marian Center.
 - c. Discussed briefly about last year's auction in case there were new volunteers.

- II. Acquisition committee status with donations and sponsorships
 - a. Donations – how is it coming along? Currently, we have collected over \$2,000 in donations. Discussed shared spreadsheet through Google documents and if committee members want access, e-mail Margery. Discussed strategies and approaches to potential donors – regions or categories were assigned.
 - i. Natalie is covering the boutiques, jewelry, Door County and Chicago areas.
 - ii. Heather and John are taking golf courses, Wisconsin Dells and St. Louis area.
 - iii. Melanie will work on the Madison area.
 - iv. Liz will approach vendors that are involved with the school and ballet tickets.
 - v. Cathy Quandt told Margery she will focus on the Milwaukee ethnic festivals.
 - vi. Margery and Sean are working with previous donators and the Washington DC area.
 - b. Sponsorships – how is it coming along? Recently, we received \$100 and \$500 for two restaurant sponsors. There might be another \$500 sponsor on the horizon. Discussed shared spreadsheet through Google documents and again if committee members want access, e-mail Margery. Discussed strategies and approaches to potential sponsors – companies that may not be able to provide donations such as doctor/dental offices, law firms, insurance agencies, car dealerships, etc. Sean will start looking at the area and compile a list. Others present stated they may have contacts or family members to help solicit sponsorships.
 - c. Donation forms are already on the DMA website. Sponsorship forms soon to follow – Margery to forward information to Liz. It was suggested by committee, when Liz has her next week notes sent to parents, please attach all forms along with e-mail along with link.

- III. Planning and event committee status
 - a. Food vendor status – We currently have Palomino's, Off The Clock and Stone Creek Coffee. We are still looking for another that will meet the MOU guidelines. If anyone knows of one – first come first serve. Recently, Margery and Sean notified the group that previous vendor Soup Otzies' had



to drop out because of a wedding conflict. Margery and Sean approached Fritz's Pub and Jalapeno Loco but they declined. There are a couple in the mix.

- b. Silent Auction & Live Auction – An attempt is being made this year not to have the silent and live auctions overlap. Ideas for structure? The silent auction will begin at 5:00pm and tables will close at 7:00pm in order to get prepared for the live auction from 7:30pm to 9:00pm. Silent auction tables will be again broken out with visible colors but with a slightly different twist (table center pieces and bid sheets) and closed in stages throughout the time. Natalie made the suggestion to have the silent and live auction tables in separate rooms or spaces – not sure if it can be accommodated but we can look into it.
- c. Auctioneer – Tentatively have one lined up and we are looking to have a local comedian possibly. Sean and Margery to follow up.
- d. Master of Ceremonies – Melanie Roepke graciously volunteered her husband, Jack, to perform.
- e. Auction Table Captains – Looking for volunteers who are interested in helping on auction night. What is the best way to recruit? Heather stated there is a list of volunteers from last year and maybe we should approach them again. Natalie suggested in waiving the \$5 registration fee for volunteers. Both ideas will be reviewed.
- f. Wine Pull – Looking for a sponsor and Sarah Filzen is running it along with a raffle volunteer.
- g. Raffle – The school is underway in obtaining the necessary licenses. Another volunteer will be needed by the wine pull area. Jack Roepke will sell raffle tickets while MC'ing. The raffle details need to be worked out. It will include both small and big ticket items.
- h. Band – Emma will approach the band from last year to still see if they are interested. Sean and Margery to follow up with Emma for arrangements.
- i. Sound equipment – The committee is looking to enhance the sound to assist the live auction. John stated he would help layout and setup the system. Sean and Margery to follow up with school administration.
- j. Auction check-out and equipment – The committee is working with school administration about streamlining the check-out process and credit card machines. Natalie mentioned that her business has a brand new credit card machine that might be for sale. The auction committee will need four laptops (one by the auctioneer and three at checkout), three printers and a 10 port computer network router. Sean is following up with the Marian Center for phone line/internet access. John will help download auction software and establish the networking. It appears the School Board Treasurer will be assisting the efforts on auction night. Sean and Margery to follow up.
- k. Bake Sale – The group suggested that the 6th, 7th and 8th graders walk bake sale carts around the gym selling baked goods. Liz to follow up.
- l. In regards to student help, it was discussed that it would be nice to have more involvement with the 6th, 7th and 8th graders in helping with functions on auction night such as having greeters at the front door, help with closing out silent auction tables, assistance at checkout, etc. Liz to follow up.



IV. New Business

- a. Class Projects Status – it was decided to let each class choose their project but needs auction committee approval by January 31st. The ideas that were discussed were outstanding and the committee looks forward in working with staff and parents on the projects. The projects allow for parents to get involved with their child’s school and meet volunteer hours – if parents have questions, please contact Margery or Liz. As for coordinating the project efforts, Emma will look over the projects and fill Margery in on the status. Other committee members mentioned they would be more than happy to help not only their child’s projects but other classes if needed. The auction committee is asking the staff to tell us their needs and we hope to accommodate.
- b. Auction posters, fliers and catalog design – Brian Holoubek will design them following the DMA guidelines provided. Design needs to be approved by the school administration. Ideally, Margery and Sean are hoping to have all information (confirmation from the auctioneer, fill last food vendor and get title sponsor) pulled together by the end of February so all promotional material can be finalized for printing and forwarded to other outlets with means of advertising such as the Bay View Compass or free online websites (onmilwaukee.com, milwaukee moms.com, etc.). Heather mentioned she was willing to post materials in the public areas. Efforts will be made in having posters in the businesses that sponsor or donate to the auction as well.
- c. Radio advertisement – Natalie has contacts with 88.9 and 91.7 and will look into advertisement packages. Again, getting information finalized will impact timeline as well.
- d. Auction software upgrade – John and Heather mentioned it was good idea to get the upgrade and get the necessary training for other committee members. Sean and Margery agreed and will follow up.
- e. Registration and Checkout data entry for attendees – Emma and Natalie asked if it were possible to have attendees pre-register to save time. Heather mentioned it has been attempted in the past with limited success but Margery and Sean will look into it. Emma and Natalie wondered since DMA is a green school, if it were possible to have receipts e-mailed to attendees after checkout in lieu of printing everything the night of – saves paper and streamlines things. Margery and Sean to see if it is possible.
- f. Neighborhood Association newsletter or fliers – Sean asked if people have neighborhood associations in their neighborhoods. If so, check out what the cost is to pull an advertisement. This might be another means of advertisement in getting the word out about the auction at a grass roots level. Margery and Sean to follow up.

Next meeting: 5:30pm on February 22nd at the Marian Center for Non-Profits – 3195 S. Superior St.

Come check out the auction space and kick some ideas around!