

RCHA La Playa Unit
March 20, 2015

Welcome & Call to Order Jean Federici
Meeting officially began at 10:05

Inspiration Leigh Burdine
Shared a folktale that her daughter found on the back of a Chipotle paper bag, about a pitcher with many cracks that found a purpose.

January Minutes Leigh Burdine for Alison Sullivan
Ceci White motioned, Sam P. seconded approval of Minutes

Announcements
Linda Hervey would like to offer Unit members Facebook training for personal use and Unit communications. She will be teaching basic skills such as how to setup an account and set privacy options. She will send out details of the training, which might take place at the Library. A sign-up sheet was passed around for interested persons.

Rady Children's Hospital & Unit Events:
March 20 North Coast Unit: *Date Night for a Cause* (5-8 Belly Up Tavern, \$65pp)
March 25 Jersey Mike's Day of Giving
March 28 Del Mar unit: *Heard it Through the Grapevine* (Del Mar Country Club, \$125pp)
March 29 Inland Empire: Spring Shopping at Charming Charlie's Promenade
(Temecula, 2-7pm)
April 12 Scripps Ranch: *Get on Board* Bus/Beer tastings (Lost Abbey + Latitude 33, \$50pp)
April 22 Fuerte Hills Unit: *Sweet Charity* Bridge, Bunco, Luncheon and Mini-Boutique
April 25 Dana Unit: 2015 Garden Walk
April 26 Poway Unit: *Tabletops & Tea* at the Grand Del Mar (11am-3pm, \$95pp)
April 27 Mountain View Unit: Boot Scootin' Bunco (7-9pm, Lemon Crest School, Lakeside)
May 10 Tierrasanta Unit: *Cinderella* (Civic Theatre, 6pm, connieande@aol.com)
June 3 SAVE THE DATE – RCHA ANNUAL MEETING

Jean mentioned that the RCHA license plates have come in. They are \$15/each.

Treasurer Report Jean for Tammy Miller
Check was written for Leigh Burdine, as a reimbursement for Hospital Liaison items and a check for the June luncheon deposit.

10 Second Reveal Jean
New member Sylvia Vecchione quickly shared a little bit about herself, including her love of walking her dogs.

Old Business

La Playa Sponsorship name dedication protocol is that we will not be naming it each year in honor or remembrance of anyone. There are many deserving people and worthy causes, and by keeping it as the La Playa Sponsorship, we do not have to be subject to changing the name every year.

Along the same lines, we are not going to be supporting/advertising (at meetings and in La Flya) for organizations and events not related to Rady Children's Hospital.

Board Reports

Vice-Chairman

Tracy Wilkinson

Tracy thanked Nicole Wickstrand and Jeanne Lynch. for refreshments, Leigh for bringing chairs, and Lori for hosting. Please save the date for our La Playa end of year meeting and luncheon at the Island Palms Shelter Island on 6/5. There are 3 salads to choose from, \$25/per person. Please RSVP to Tracy.

Jersey Mike's

Wendy Rosenthal

Jersey Mike's Day of Giving is 3/25. 100% given to Rady Children's Hospital. La Playa is volunteering at the 1975 Garnet location. The goal is to raise \$100,000 that day.

Sunshine Cabinet

Marilyn Cornwell

Marilyn Cornwell has connected with Jo Ann Auger at the hospital and now has a list of items needed on a regular basis (i.e. tea, Kleenex, hot chocolate). She asked about using funds from the Sunshine closet budget line to purchase silver necklaces to match the thumbprint charms given to the families at end of life. Sam Przywitowski motioned to approve, Ceci White seconded. Marilyn might be requesting further funds to purchase 'Comfort Bears' later this year.

Ways & Means Out Unit: C of C

Marilyn Cornwell & Lisa Vieira

Navy Complex (THANK YOU Cinda Caruso!) and Manchester Hyatt are available for **Parking**. Carlos from the Media Department at the hospital wants to do filming and help on his own time. Jon Soderman (Channel 9) helped secure airtime to publicize sponsorship opportunities. Last Saturday, Elizabeth interviewed Marilyn where she was able to plug the sponsorship levels –and they hope to repeat this in 2-3 weeks. Christian Hoff (one of the original Jersey Boys) wants to get involved in fundraising for RCH, he has personally been affected, given his 3 year old has Acute Lymphoblastic Leukemia (ALL) and other family members with cancer. Marilyn is hoping his close family connections with the Jacobs family might result in a sponsorship.

Deadlines for **Program, Sponsorships and Equipment** is 4/3, **Logowear** is 4/22 and **Signage** to Jinny McRoberts is 4/15. Kathleen Caffo reported that the **Carnival** is full and she's waiting for a few additional commitments. She needs volunteers. Cindy Edson reported that the standard **Celebrities** are lined up, along with a new one, Chris Riley (golf pro and husband of new member. Megan). Lisa reported that the Champions mailing work party happened on 3/10. The hospital has been working on compliance for Champions and will be giving Sharon Dennison a disc versus using the computer. Candice Lyford reported all **Entertainers** are on board. April Purcell reported everything is good with **Equipment**. Tracy Wilkinson reported we are on track with **Food** and Pepsi will be donating drinks and chips. Lisa Stevenson asked if anyone is interested in shadowing her during the **Logowear** work week with Kathee Weisenberg. Denise Pryor volunteered to do Logowear next year with Kathee. The \$5 La Playa volunteer shirts will be available next meeting for new members. Megan Rebelo reported the **PR** releases went out. Annie Jessop is looking for donuts for the **Snack Shack** and received feedback about local options. She has a form letter with Tax ID information if

anyone wants to solicit. Chris Stehly and Mary Kay Bates need **Volunteers**, especially men for setup the day before. The sign-up genius link is going out. 2020 MADCAPS class will be helping. Email Mary Kay if you know of groups who would like to help. Cinda Caruso/Jet Heintz reported we have 800 **Parking** places at the Navy Complex and Hyatt is happy to help. Jean Federici reported Navy Band SW is on board, and she is waiting to hear about Color Guard. Diane Raines has ordered **Medals** with new 20th anniversary ribbons.

Lisa V. reported it has been a busy month and thank you to all account managers for their hard work. \$100 required checks from La Playa members must be made payable to RCHA and given to Lisa or Sam. If donated online, Sam will be able to track those donations. Lots of checks were received at the meeting...thank you! Michelle Riley has given new leads to Lisa. The Kreitzer Family has changed their bronze sponsorship to silver. There is no new total today, but will update next meeting. Lisa discussed having an after party or dinner night at Sammy's. It was decided we will not have an after party at someone's house, but a dinner night will be setup at some point after C of C. Jean encouraged members to post C of C information on our Facebook pages and share from our C of C Facebook page.

La Playa Board Nominations Marleen Shook

Thank you to Cheryl Haas, Cindy Edson, and Karen Robertson for serving on the nominating committee – and thanks to everyone who said yes! There are still slots that need to be filled. The proposed slate is as follows and will be voted on at the April meeting:

2015-2016 LA PLAYA Proposed BOARD	
*Executive Board (active members only)	
*CHAIRMAN	Heather Wolff
*VICE-CHAIRMAN	Chris Stehly
*TREASURER	Tammy Miller
*SECRETARY	Alison Sullivan - <i>requesting a co-Secretary</i>
*MEMBERSHIP	Candice Lyford/Victoria Lugash
*EDUCATION	Cheryl Haas/April Purcell
*WAYS & MEANS (OUT-UNIT)	
CELEBRATION OF CHAMPIONS:	
Chairman Emeritus	Marilyn Cornwell
Chairman Event Coordinator	<i>Open Position</i>
Chairman Operations	<i>Open Position</i>
Chairman Sponsorships	Lisa Vieira
*PARLIAMENTARIAN	Jean Federici
KIDS' NEWSDAY	Kristin Gillespie/ Michelle Riley /Helen Willink
FANTASY ON ICE	Mary Kay Bates
La Playa FLYA	Wendy Rosenthal
HOSPITAL LIAISON	Andrea Shillito/Regan Wiese
MAILING	Cinda Caruso
PUBLICITY	June Olcott
HONORING & REMEMBRANCE	<i>Open Position</i>
RESERVATIONS	Linda Baker
YEARBOOK	Julie Connolly
BERNARDY CENTER	Jet Heintz
APPOINTED POSITIONS:	

WAYS& MEANS (IN-UNIT)	
AUCTION	Nicole Wickstrand / Gaby Carillo-Sanders
CHRISTMAS PARTY	Regan Wiese/ Candice Lyford/Anna Joslin
SANTA LETTERS	Anne McManus/Megan Costas
COMMUNICATIONS	Lisa Vieira
INSPIRATION	Open Position
HISTORIAN	Open Position
UNIT WEBMASTER	Julie Connolly
RCHA LIAISON	Open Position

Membership

Dues payable by 4/15. Checking on how members will be notified.

Hospital Liaison

Leigh Burdine

No news to report.

Bernardy Center

Jet Heintz

Jet will call to see if our child needs anything. Most activities are on hold during flu season.

Publicity

June Olcott

Thank you to June for her excellent Chaux Talk reporting, as we are always well represented with pictures and articles. June is always happy to receive casual pictures from any of our events. Please email her at olcott@cox.net.

eFlya

Wendy Rosenthal

Deadline is 3/24. Please be on time!