

**RCHA LA PLAYA UNIT**  
**September 19, 2014**  
*hosted at Nancy Peckham's home and hosted by*  
**Meeting Minutes**

CALL TO ORDER: Meeting called to order at 10 AM by Chair Jean Federici.

INSPIRATION: In line with this year's theme of friendship, Marlene Shook shared some research from neuroscientist Mark Underwood regarding the health benefits derived from close friendships. Connections resulting from a strong circle of friends: boost immunity, ward of memory loss, ward of depression, affect serotonin levels (found in blood platets and digestive tract).

JUNE 2014 MINUTES: Lost in cyberspace.

**SUMMARY OF MOTIONS:**

- **Motion:** To apply \$1750 of budget for La Playa Unit Team at Shamu and You Family Walk. First: Julie Connolly; second: Denise Pryor. All in favor.
  - Discussion: Question arose about whether surplus funds should be kept in anticipation of additional CoC costs this year. It was clarified that Unit operating expenses and CoC expenses are kept separate in the over-all budget.
- **Motion:** Membership approval of budget. First : Samantha Przywitowki; second: Marilyn Cornwell. All in favor.

**ANNOUNCEMENTS:**

- **Auxiliary Nomination:** Our unit would like to nominate King Deutsch who has been helping us with CoC for over 10 years with great passion, love and dedication for the children and families of CoC. His time, talent and treasure have helped make the brand of CoC. King is up for honorary member award. Other nominations can be submitted; if any member would like to submit a nomination, please contact Jean Federici.
- **Semi-Annual Meeting** – Weds, Nov 5<sup>th</sup> (boutique and lunch \$25) – part of member requirements include attendance to Auxiliary meetings (either this meeting or in June). Please let Linda Baker know if you are attending.
- **8<sup>th</sup> annual Shamu and You Family Walk** –
  - Sunday, October 26<sup>th</sup> at 7:30 a.m. It is a family-friendly walk through and around Sea World that is 1 or 3 mile walk. Parking is free. La Playa Unit will direct 100% of funds to the Peckham Cancer Center. Interested members should register online and the online code is: LAPLAYA14.
  - With team privileges, the first 50 La Playa members will receive free admission. After the first 50, admission is \$35/adult. All members encouraged to include spouses and children: \$35/adult, \$24/kid, \$10/0-3 yrs.

**TREASURER REPORT:**

- **Budget** –

- This year's operating budget includes a separate line item for \$1750 Shamu walk; \$1000 for "End of Life" chest supplies.
- For CoC budget, \$1500 was allocated to carnival; "other" budget was increased to \$750 which should cover anticipated increases.
- Last year's actual cash balance was \$11746.23. With 2014-14 budget, cash balance should result in \$6946.23.

#### **BOARD REPORTS:**

- **Vice-Chairman** (Tracy Wilkinson) – Thanks to Nancy Peckham for this week and for Erica Morton for use of the Brigantine for next month's meeting. Lori White volunteered as chair of the December holiday party. Need an auction chair for the holiday party.
- **Kids' NewsDay** (Wendy Rosethal/Victoria Lugash) - Tuesday Oct. 21<sup>st</sup>, please go to Sign-up Genius to sign up for your volunteer shift. Linda Hervey will volunteer her garage. Newspapers will be delivered directly to Starbucks. Mona and husband volunteered to assist with the money. New process: NewsDay will no longer be \$1 but rather "Donation only" since there is no implied limit to the giving.
- **Ways & Means Out Unit CoC** (Marilyn Cornwell, Lisa Vieira, Linda Hervey) –
  - Marilyn shared a thank you note from a CoC family.
  - Budget: Actuals for 2014 resulted in total income \$379K and \$51,400 in expenses; \$337K was actually provided to the hospital. ,
  - CoC 2015 is the 20<sup>th</sup> anniversary and will be held on May 16, 2015.
  - The following positions are available for CoC 2015:
    - Account Managers (5)
    - Environmental Compliance
    - Volunteers
    - Equipment
    - Snack Shack Elects (shadows for this year and prep for next year)
  - Sponsorships – Packets are coming soon; presenting sponsor for the 20<sup>th</sup> year has been set at \$100K
- **Ways & Means In Unit** (Kate Smith/Heather Wolff) – Call out for next year's chairs to manage Santa Letters.
- **Education** (Heather Wolff/Denise Pryor) – Dr. Lombardi spoke of the new heart unit at the hospital; this is their first year. The unit came about from the blending of NICU and PICU heart specialists and created a new unit. In the past, San Diego kids needing a heart transplant and follow up treatments would have to travel to/from UCLA. Not only is the heart unit providing greater services for San Diego families, but it also brings more cache to Rady's. Success rates of heart transplants have increased from 5% to 90% in the past 50 years.
- **Membership** (Cheryl Haas) –Our current active count is 60 actives; there are 15 available spots for new members. Active members will vote on prospective members next month. There are eight new sponsored prospective members:
  - Regan Wiese
  - Darelyn Hauck
  - Gaby Carrillo-Sanders
  - Michelle Riley
  - Peggy Watson
  - Andrea Shillito
  - Megan Costa
  - Kristin Gillespie

- **Hospital Liaison Upcoming RCHA Unit Events** (Kathee Weisenberg) –
  - Jazz & Jeans (on the Berkeley, 4-7 p.m.) Auxiliary website has information on the events and where to buy tickets
  - 10/6 – RSF, Golf for a Cause
  - 10/9 Charity ball partnered with Auxiliary at the PRADA store at Fashion Valley
  - 10/18 Del Cerro, Fall Fantasy
  - 10/26 at 6 p.m. – Jersey Boys (\$20 of ticket price goes to their cause). Tickets for Wicked on Nov 16<sup>th</sup> will be sold.
  
- **Honoring & Remembrance** (Lauren Root) – Cards of for birthdays, get well and remembrance were sent out on behalf of the Unit. If you would like more information about who the Unit reached out to, please contact Lauren Root at [a1000saturdays@cox.net](mailto:a1000saturdays@cox.net).
- **Yearbook/Directory** (Julie Connolly) – The 2014-15 directory is available. Mailing will cost more than printing. So, active members will get their books via meetings. Page 8 has the meeting information. PDF version will be available after the new members join.
- **Publicity** (June Olcott) – Take photos at any RCHA La Playa Unit events for June to submit to Chalk Talk (which publishes every quarter). Please email pictures to June at [olcott@cox.net](mailto:olcott@cox.net).
- **Newsletter Editor** – Open position
- **Historian CoC** – Open position (looking for someone who will take last 19 years plus the 20<sup>th</sup> and convert the photos into a photobook).

**NEW BUSINESS:**

- Jersey Mike's Unit Representatives (Julie Connolly and Wendy Rosenthal) – fundraiser will be March
- Wine & Wednesday (member social) at The Brigantine – October 1<sup>st</sup> 5:30-7:30 p.m.
- Ice skating: Last year for Horton plaza, starting next year it will move to Liberty Station.
- Linda Hervey is working on the publicity via social media for the Auxiliary. Like it!
- September is childhood cancer awareness month.

**MEETING ADJOURNED AT 11:28 AM.**