

# *Resource Committee Report*

## *May 14, 2014*

**Committee:** Jennifer D. King (Chair), Gloria Fangon-Hitz, Cynthia Guevara, Dr. Toni McElroy, and Susan Thomas

**Author's Panel Sub-committee includes:** Anita Aragon Kreplin, Micheline Bean, Lynda Campfield, Cynthia Guevara, Kirby Hoberg, and Victoria Luibrand.

The Committee has met five times: January 6, January 20, February 26, April 9, and May 7. The Committee is working on the following projects:

### **Hung Lu Anniversary Scarf Project:**

As a part of our fundraising efforts for the 135<sup>th</sup> Anniversary of the AAMC, Renowned artist Hung Liu designed a fabulous limited edition scarf. The scarves have been printed on silk, and will sell for \$95 (36"x36") and \$150 for larger scarf (42"x42").

Two of the scarves will be gifted: one to President DeCoudreax at our meeting this evening, and the second to the Board of Trustee Chair, Kathleen Burke at the Trustee meeting next week.

A drawing is currently underway for a signed original. The drawing tickets will sell for \$10.00 ea./two for \$15.00/three for \$20. The drawing for the scarf will be held at the close of the Annual Meeting on May 17<sup>th</sup>. We are hopeful that each Governor will help us sell the drawing tickets, and purchase at least two tickets, and consider purchasing a scarf. Tickets may be obtained from Leslie.

### **Projected Income:**

Sale of 36"x36" (200x\$95)	\$19,000
Sale of 42"x42" (48x \$150)	7,200

Sales from Drawing Tickets	<u>1,000</u>
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Total Projected Income	\$27,200
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### **Expenses:**

Cost of Scarf Printing	\$7,110
Cost of Scarf Mounting	164
Cost of Drawing Tickets	32

Actual Expense	<u>\$7,306</u>
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### **Total Estimated Profit**

**\$19,894.00**

To date we have pre-orders for 30 small scarves (\$2,850), and for 12 large (\$1,800) for a total of \$4,650.00. This means we have already covered 65% of our expenses!

## Conversation with Authors Event

As presented in February, the Committee has continued to meet and plan the "Conversation with the Authors" event. This event will feature a panel of well-known authors who would discuss the theme: *(re)Creating Womanhood*. Suggested panelists include authors Isabel Allende, J California Cooper, Joan Didion, Amy Tan, Ayeleta Waldman, Anne Lamott, and Anchee Min. Our facilitator will be Mills English professor Ajuan Mance

**Event Date:** Sunday, October 11, 2014

**Ticket Cost:** \$35 General Admission; \$25 Students; and \$135 for VIP. VIP ticket costs would include a special pre-panel event (i.e. Champagne Sip, Meet & Greet with authors).

**Venue:** Mills Concert Hall

### Budget

<b>Income</b>		
Ticket Sales		
• 200 VIP @ \$135	\$27,000	
• 145 General Admission @ \$35	5,075	
• 55 Student Tickets @ \$25	1,375	
• 20 Comp Tickets	-0-	
Subtotal Ticket Sales	\$33,450	
Donations:		
• Cash	\$15,000	
• In-kind	5,000	
Subtotal Donations	20,000	
<b>Total Projected Income</b>	<b><u>\$53,450</u></b>	
<b>Expenses</b>		
Author Fees		\$10,000
Ticket Printing/Cost of Service		700
Promotional/Marketing Materials Printing		800
Advertising		300
Postage		175
Meet & Greet		4,300
Facility Rental		-0-
Equipment Rental Cost		275
Custodial staff cost		150
Technical staff cost		300
Program Printing		650
Commemorative Book Markers/Other		400
Miscellaneous		<u>1,500</u>
<b>Total Proposed Expenses</b>		<b><u>\$20,000</u></b>
<b>Anticipated Profit</b>		<b><u>\$33,450</u></b>

On April 2, BOG Chair, Lucy Do and I met with President DeCoudreaux to discuss our plans for this Author's Panel. She offered some very good suggestions and agreed to help us in whatever way she could. Already, she has been instrumental in helping us move from "Waiting List" status to securing a firm engagement in the Music Hall on October 19th.

As reported earlier, the budget for this will be carefully monitored and the Committee intends to work diligently to drive down all costs, and to continue to include Mills Alums in both the planning and implementation of the project. Similarly, we will continue to work closely and collegially with the various members of the Mills staff and community.

***Date for Next Meeting***

The next meeting will be on **Wednesday, June 4 at 6:30 p.m.**

Respectfully submitted,

*Jennifer D. King*

Jennifer D. King, Chair