



JCA Fundraising 5/24/08 Minutes of Meeting

Meeting Date: 5/24/08

Meeting Time: 2:00-5:00 pm

Meeting Location: The Peninsula, 1431 Riverplace Blvd., Jacksonville, FL 32207

The meeting minutes below were prepared by John Song and added/enhanced by James Yin

Attendees: James Yin (meeting host), Jie Chen, Wendy Chen, Qi Guo, Tao He, Yang Jiang, Doug Liao, Jijun Lu, Hao Shi, John Song, Zuorui Song, Xin Tang, Jiemei Tong, Diane Yao, Mei-Qin Zhan, Mei Zhao

A total of 16 JCA volunteers attended this urgent call meeting of JCA on May 24, 2008. The meeting was held at the lobby conference room of The Peninsula – a brand new riverfront high-rise condo at Southbank.

James Yin briefly updated the fundraising progress and highly praised several members and volunteers of JCA who helped JCA to raise \$90,000+ as of 5/23/08. These key contributors are:

- Doug Liao and Tao He for their timely updating and enhancement JCA website www.usjca.org
- Mei Zhao for her great effort to obtain free rental of UNF Lazzara Performance Hall for JCA's charitable performance / event on 6/15. Mei Zhao also will lead silent auction for the charitable event on 6/15/08.
- Yuan Xu for her creative and excellent designs of banners, displays and flyers to make JCA website more attractive and upscale.
- Zhu Deng for her constant fundraising amount monitor, audit and update. She carefully verified each amount donated, committed and received. She is working with Qunhui Zhag to make several hundred receipts to donors this weekend.
- Jie Pan for his contribution to prepare important documents and announcement for JCA.
- James also thanked Qi Guo, working mother with a little girl, for leading poster display section for the charity event on 6/15/09.

James Yin thanked all volunteers who attended this meeting from their already busy schedule. The slides used at the meeting are attached.

The meeting highlights, key discussions and agreements are listed below.

6/15 Charity Performance/Event Scope and Plan

- Yang Jiang made description and introduced his show design and draft program layout.
- Charity Event / Show Schedule:
 - Rehearsals on 6/15 start at 12PM,
 - Silent auction and poster presentation start at 2-6 PM
 - Charity performance show: 6:30-9:00 pm
 - About 9 shows committed from Sino Elite Group from Orlando
 - About 7 shows provided from JCA
 - Piano piece
 - Violin + Piano
 - Chinese school—singing/presentation on screen, music in the background
 - Professional Ballroom dance from A Social Affair Dance Studio?
 - Singing?
- Event/Show Sponsors—Graduated levels of sponsorship with various perks at each sponsorship dollar amount level. See attached Powerpoint presentation from James Yin. Yang Jiang agreed to write and design letter/package for our members to forward to their HR department of their employers.

News Media Marketing Campaign—Majority attendees agreed on spending **\$2,000** of JCA donations for marketing campaign as suggested by Hao Shi who leads news media and marketing promotion for JCA fundraising and the 6/15 event. (Note: JCA Asset Committee should either approve or disapprove this special request immediately due to the show promotion urgency.) Hao Shi suggested to target the following local media:

- Local news channels
 - Morning news shows small segment
 - Channel 4- 6-9
 - 47 CBS— 6-8
 - 12 NBC- 6-8
 - Fox news, A&E, History Channel, Lifetime-- \$50/slot commercial
 - Free Comcast Channel 30—30 minute produced show
- Print Media
 - Sunday Florida Times Union June, 8, 2008. Full page ad
 - Folioweekly, Skirt
- Radio
 - NPR?

Silent Auction

- JCA member donations of items (at least \$10-15) to be auctioned off
- Other items also auctioned or for sale.
- Silent auction will be from 2-6 pm.

Poster Display

- Proposed Display Topics
 - Impact of the earthquake
 - Before/after posters of areas that have been hit the hardest
 - International response
 - Bush wrote a letter
 - Personal stories of victims or those who tried to help
 - Science behind an earthquake: Richter scale 8 (exponential scale), specifics about how destructive this earthquake was from a scientific standpoint.
 - Amount of area covered by earthquake is the equivalent to Europe
 - Visual display of what 50,000 thousand people is: picture of Alltel Stadium fully seated
 - What local support is doing for earthquake relief
 - J&J Vistakon Posters
- 48"X36" poster displays, bought by individual poster-makers as part of their donation to the earthquake victims of China.
- Poster topic preview will be arranged in advance for confirmation by Qi Guo and her team.

Show Ticket Price Strategy

There were some debates about show ticket price structure. Both low and high pricing options have evaluated and compared. During the discussion, we had a conference call to Jim Yu, President of SinoElite Group who is our major charity show partner on 6/15. Jim introduced and referenced charitable shows at different places. He suggested and stressed that this show has mission and responsibility to raise adequate amount to the earthquake victims in China, it is not appropriate to price the show ticket to low. Below was the final agreement from the group.

- Same price per seat for adult and kid
- Group Price (20 + or JCA members): \$15
- Buy in advance or online www.usjca.org: \$20
- At the door: \$25
- Using UNF box office, \$1 commission per ticket sold plus 7% tax.
- Mei Zhao will contact UNF ticket office to obtain additional info for decision on 5/27.

Ticket distribution

- Online tickets have receipt to be redeemed at the door for a ticket (will call)
- JCA will organize ticket sales at East Hampton
- Frank Lin, president of JCA, will lead the show ticket sell and distribution.
- Shi Hao will be JCA contact person available for all calls, questions, and comments.

- His cell phone: (904) 534-0592

JCA Fundraising Special Action Group:

- James Yin suggested forming JCA Fundraising Special Action Group to share, clarify and specify the responsibility, especially for the preparation of the charitable show event on 6/15. The group will be led by JCA volunteer leaders. Each section leader is responsible for recruiting resource for their section. James Yin will serve as general coordinator for the charitable show/event on 6/15. For detail assignment, see attached Powerpoint slides used at this meeting.
- In addition to other assignments, the following assignment was claimed and assigned.
 - Meiqin Zhan: Distribution of 6/15 event and show poster and display
 - JCA Executive committee: Event service desks, food/drink/goods selling

Promotional JCA T-shirts (Limit Edition – collectable item)

T-shirt sales—Front: JCA Logo, website usjca.org

Back: Heart, China Map, Fill the World with Love, 5/12/08, to be designed by Yuan Xu

Est. cost: \$5

Selling Price: \$10

Suggested quantity 200-500 pcs

Hao Shi is going to get quote for the group decision.

All attendees agreed this idea.

The meeting overall was productive. James Yin also mentioned his early phone conversation with Dr. Frank Lin, president of JCA, on 5/24 morning. Dr. Lin could not attend the meeting due to his pre-arranged out-of-town trip. Dr. Lin told James Yin, Chair of JCA Fundraising Committee, he would agree and respect all the group decisions and agreements reached at this meeting based on the meeting agenda and key content that James told me via phone 5/24 morning.

The above meeting minutes were prepared by John Song and added/enhanced by James Yin. **We still need a lot of volunteers from our members of JCA. If you can help, please contact event section leaders or James Yin (cell: 571-4459 or e-mail: cjy1688@yahoo.com).**

Please spread out the words to your friends, your co-workers and your kids' schools for the JCA upcoming charity performance event at UNF Lazzara Performance Hall on 6/15/08. Please forward JCA website: www.usjca.org to them for detail show/event info or online ticket purchasing.

Thank you all in advance and more information will be followed shortly.

JCA Fundraising Committee

www.usjca.org