

## Exhibit B

### Planning Timeline

#### September – October, 2020: Initial Planning

- Established format for comedy night, with evolving refinements, i.e., originally set as amateur competition and changed to showcase of professional talent
- Established \$18 per screen pricing
- Selected date, coordinated with synagogue's *Chesed Week, Men's Club Shabbat and Cholent Cook-off*
- Selected beneficiary charities (local and other food banks)
- Notified beneficiary charities
- Assigned responsibilities among committee members, as follows:
  - ✓ Marketing and finding sponsors—Joel Herman
  - ✓ Finding performers—Ed Weinstein
  - ✓ Videos for marketing and night of show—Mitch Lauer
  - ✓ Zoom technology—Chad Cohen and David Cohen
  - ✓ Treasury—Harvey Wasserman
  - ✓ Charities being supported—Jerry Brodsky
  - ✓ Framework of evening, order of show and establishment of call sheet—Ed Weinstein

#### November, 2020

- Finalized arrangements with selected performers
- Secured sponsorships

#### December, 2020

- Finalized marketing strategy, including creation of advertising copy (Exhibit C) with graphics design firm, and negotiation of marketing cadence, i.e., three different ads, with *Cleveland Jewish News* and synagogue monthly bulletins (small ad in January edition and full-page ad in February edition)

#### January, 2021

- Selected video production firm which would run show and discussed format of show; created *Zoom* link for show
- Worked with synagogue staff to establish program registration link and links for designated food banks that would benefit from the event (by direct donations and allocated portion of registration fees collected)
- Decided that *Shalom Collaboration* would serve as hosts for the event and started providing copy for introductions of all acts

- Advertising campaign began through synagogue website, *Cleveland Jewish News* ad, synagogue bulletin ad, email blasts to friends and business associates by all committee members
- Event registrations began

## **February, 2021**

- Interviewed twice for articles in *Cleveland Jewish News* (Exhibits D and E)
- Finalized call sheet for use by *Zoom Master* and Masters of Ceremony, which included schedule of performers and introductory comments
- Finalized all videos to be used during show
- Virtually attended professional comedy show in order to see various forms of *Zoom* utilization for this type of event
- Tech rehearsal on February 10—finalized decision on use of “designated laughers,” who were asked to serve in these roles that week
- Show took place on February 13
- Week after show
  - ✓ Sent follow-up note to 400 registered guests and asked them to make direct donations to the 12 designated food banks
  - ✓ Sent performers thank you gifts
  - ✓ Sent thank you notes to synagogue staff, sponsors and designated laughers
  - ✓ Allocated funds which had been raised through the registration fees among food banks and sent checks to these charities, accordingly