WPA Events Committee Meeting Minutes

9/29/13

11:35am

Attendees:

Nick Caballero

Mory Thomas

Bob Boudreau

Katherine Crawford- Gray

Vilma Cabrera

Craig Hanlon

Wendy Paul

**What worked at Event**

**-Programming**

Good

* A lot all at one shot. Overlap wasn’t good
* Variety Good
* Different Locations
* Katherine-Working with Jazzfest – Workshops – Elevated professional Arts
* Bob -MCs did good Job, Diversity, Food Vendors
* Workshops, food, Mixture of music
* Logistics,
* Programming variety, vendors, partnership w/ riverview Jazz
* Flow of entertainment, riverview Jazz, Volunteers

Bad

* Boot camp, start at 10am too early.
* Bob - Transitions on stage rough, more for kids to take away,
* Golden Door, Tents, Timing of program needs to be tighter, main stage, tighten whole location up.
* Food- sitting place to eat, boot camp,
* Vilma - Sign language needs more marketing, Photography need assignment, volunteering, O’Connell’s Run.
* Sign in sheet, Amado, volunteering, wind – batten down the hatches.
* Deadlines, follow through, communications
* Shakespeare, O’Connell’s, Timeline and task list needed.
* Need roped off beer garden
* Set up instructions for ALL participants – Pre packet to be sent

Next steps – Discuss future plans at next monthly meeting.

**Project Manager needed or next year’s event**

Volunteers

* Team leaders (Orange Shirts)
* 3 shifts
* pre event meeting

Marketing

* Downtown festival, timing is difficult,
* 1/3 heard about word of mouth
* Posters in the park
* Need more palm cards (save the date)
* Hand out in the summertime
* Program Manager

Sponsorship

* No cash in hand, you do not go on promotional materials.
* Wendy, Packet itself – Should not be personalized. Generic.
* Discussion – We can have customized + Generic sponsorship packages.
* Next year send a contract and track sponsorship.
* Fine tune fund raising packet
* Have a Sponsorship mixer/ cultivation event to get guidance from sponsors how to improve.

Least liked about event– Weren’t enough kids stuff, more vendors, more children’s activities, more visual artist. Relook at visual arts.

* More tangible fundraiser.
* At the school – Spaghetti night
* Signs No more Lowe’s
* Casa Colombo

Potential Board Members

Eileen Gohan –

McGreevy –

Ellen Barrett–

Bob Boudreau-

Vilma Cabrera

Fund Raising Potential Dates

End of February 21st or 28th

To be completed before November

* Meeting County Parks Dept
* Trustee Elections
* Fund Raising Meeting

Thank you Vilma –

Adjourn 1:30pm