



EVENTS WORKGROUP MEETING NOTES

Date

- Monday, 9/18/17

In Attendance

- Workgroup members
 - Kipp
 - Armando
 - Vincent
 - Jill

Agenda for September meeting

- Welcome & Check-in
- Agenda Review
- Additional items to add to the agenda
- July action item review
- Events, outreach and co-sponsorships
- KBOO 50th Anniversary Big Celebration
- September action item review
- Date and time for October meeting

Additional items to add to the agenda

- Events Workgroup Meeting Check-in Sheets
- 50th Anniversary Celebration
 - Rain-out contingency plan
- If needed, we can add topics as we go along

Action items since July meeting

- Jill
 - Interview for News from the BOO
 - Events workgroup update
 - Recruitment plug
 - Status – *complete*

- Table at the Clinton/Division street fair
 - Status – *complete*
- Hold one-on-one meetings with workgroup members to start assigning tasks and begin strategic work
 - Status – *in progress*
- Kipp
 - Create social media post for Book and Record sale
 - Status – *complete*
- Armando
 - Draft a “press release” with the details for the 50th Anniversary events so we can ensure consistent messaging through all our communication channels.
 - Status – *complete*
- ani
 - Continue to recruit volunteers to the Events Workgroup
 - Status – *ongoing*

Events, outreach and co-sponsorships

- Book and Record Sale
 - This fundraiser for KBOO was held in August
 - KBOO raised somewhere between \$4,000 and \$5,000
- Volunteer Expo
 - Ani, Becky and Jill tabled at the expo in September
 - The event was held in Pioneer Square
 - The outreach team spoke with many different people:
 - Members who love KBOO
 - Folks who wanted to know more about KBOO
 - People who want to get involved with KBOO by volunteering
 - There are even a few candidates for the Events Workgroup
- Fuzzy Boo
 - Drivers
 - Kipp is authorized to drive Fuzzy Boo
 - Molly is interested in driving Fuzzy Boo
 - Molly will contact Jenka for next steps

Events Workgroup Meeting Check-in Sheets

- Jill brought an example of a form she proposed using to track the success and challenges of the Events Workgroup.
 - Jill will email an example and a template to fill out.
 - The form isn't as important as the information
 - If you need to write your 9 items on a napkin, that's fine too
 - The form is 1 page and requests the following information:
 - Date
 - Name
 - 3 accomplishments since the previous workgroup meeting
 - 3 tasks for the current month
 - 3 tasks coming up quickly
 - The idea is to take the individual forms and roll them up into one report for the 50th Anniversary Steering Committee and the Board of Directors

50th Anniversary Celebration

- What is the date of the Big Celebration?
 - Saturday, June ?, 2018
- What happens if it rains?
 - There are questions about whether we should create/be prepared to fund a PLAN B event.
- Budget
 - Armando provided an update on the proceedings of the 50th Anniversary Steering Committee.
 - Ani provided a copy of the budget for KBOO's 40th birthday.
 - The total budget for the event was \$1000 - \$1500
 - The workgroup wants approve a much larger budget
 - The steering committee is finalizing the overall budget this week to present to the Board of Directors on Monday, 9/25.
 - The Events Workgroup will receive between \$10,000 and \$14,000 to execute the big celebration
 - Jill expressed concern as the workgroup submitted a preliminary budget in April
 - Least expensive options = \$9,100
 - Most expensive options = \$32,500
 - Some planning will need to be pared down to stay within the allocation
- Messaging
 - The workgroup wants to ensure we are providing consistent messaging to the following
 - Neighbors and neighborhood association
 - Performers, providers and vendors
 - Media
 - Press Release
 - Armando created a draft of a press release with information about the 50th Anniversary
 - Kipp gave feedback
 - Vincent will look at it and provide additional feedback
 - Jill will compile the second draft
 - Once the draft is approved by the workgroup the informational email/phone script/handout will be created
 - Branding
 - The workgroup talked about the benefit of the branding for the 50th Anniversary celebrations also be consistent.
 - The website will look like the informational handouts and final press release, banners, balloons,
 - Should we make a 50th Anniversary T Shirt?
 - Neighborhood notification
 - Kipp and Molly are interested in setting up meetings with KBOO's neighbors and will plan to attend a neighborhood association meeting before the end of 2017.
- Task List
 - Permits
 - Removed OLCC permit
 - Cider, beer providers will have their own OLCC license
 - Removed Health Department permit
 - Food vendors will have their own Health Department permits

- Armando will begin the permit process including transportation permit traffic options
 - Kipp and Molly will begin contacting KBOO's neighbors and the neighborhood association
 - Required for event permit
 - Insurance
 - Ani and KBOO staff have taken care of this.
 - Production
 - The plan is to create a line-up that mirrors the Saturday broadcast schedule
 - Additional acts may be booked to ensure we are representing/reflecting the KBOO community.
 - We are planning live broadcast during the event.
 - We need to start looking for volunteers to engineer, etc.
 - Kipp, Sean and Vincent are all interested in finding bands/performers to book for the event
 - Kipp will take the lead and make a short list of criteria on proposals for booking bands, djs and other acts.
 - Stage, sound, lights
 - We discussed the advantages of having professionals set up the stage and tents.
 - We discussed the advantages of having professionals take care of the sound and lights.
 - Marketing
 - Added television coverage.
 - Added Open Signal to the promotions list.
 - Jill will set up a meeting to develop a marketing plan after the October workgroup meeting.
 - Hospitality
 - Molly will be taking the lead on hospitality tasks.
 - Has Cider Riot been contacted?
 - Are they on board?
 - Could we also partner with Burnside Brewing to provide beer?

Action items for October meeting

- Jill
 - Create informational handout for 50th Anniversary Big Celebration
 - Information will be taken from the updated Press Release
 - Will include KBOO (50th Anniversary?) logo
 - Printed on card stock
 - Complete Events Workgroup Check-in sheet for October meeting
 - Plan Marketing Plan meeting for after the October workgroup meeting
- Kipp

- Work with Molly to set up meetings with KBOO's neighbors and plan to attend the November neighborhood association meeting.
- Create a short list of criteria for proposals on booking bands, djs and other acts.
- Complete Events Workgroup Check-in sheet for October Meeting.
- Armando
 - Complete Events Workgroup Check-in sheet for October Meeting
- Vincent
 - Provide additional feedback on the Press Release
 - Complete Events Workgroup Check-in sheet for October Meeting
- Molly
 - Work with kipp to set up meetings with KBOO's neighbors and plan to attend the November neighborhood association meeting
 - Complete Events Workgroup Check-in sheet for October Meeting
- Sean
 - Complete Events Workgroup Check-in sheet for October Meeting
- Sam
 - Complete Events Workgroup Check-in sheet for October MEeting
- ani
 - Continue to recruit volunteers to the Events Workgroup
 - Complete Events Workgroup Check-in sheet for October Meeting

Date and Time for next Meeting

- October meeting – **Monday**, 10/16 from 6:00 until 7:30pm