

DANCIN' ON THE AVENUE COMMITTEE MEETING

May 1st, 2012 • 8 a.m.

Garden Theatre Conference Room, 1165 Lincoln Ave.

I. Sponsorships

Action: Jess will send out sponsorship report to the committee
Jess is currently discussing an auto sponsorship with Infiniti Beshoff.

II. Marketing

Mimi Braatz is currently writing a press release.

Action: Jess to revise the press release.

Action: Mimi will send it to Valerie Merklin to post on FaceBook, website, WG resident, Times, Mercury News, etc.

Greg Barr has developed Dancin' on the Avenue FaceBook.

Action: Greg to link Dancin' on the Avenue FaceBook page to the Downtown Willow Glen FB page as an event.

Action: Cynthia to respond to Nancy's marketing layout

III. Premium Beer and Wine Garden

Jess met with Sereno Group and Bridge Bank. Their marketing team took a look at the 1261 Lincoln Avenue property. Read Zaro discussed the layout of the Garden. There will be four or five high cocktail round tables in the front. Bridge Bank and Sereno volunteer teams will be serving the pouring wine and beer against the wall. Lisa Morris, Natalie Lewis and Lynne Rovai volunteered to take care of its decoration. If a budget is needed, they'll need to submit it to Jess.

Action: staff to obtain a WGBA Banner for this area

IV. Community Stage

Sandra and Cynthia will meet on Wednesday to finalize dance schedule

V. Kids' Court

Petting Zoo is a go. Sarah and Sam are working together to get the fence, animals, and food.

There are about 20 booth spaces reserved as of today.

Action: Greg Barr will send contact information to Mimi of the San Jose State ticket sales person.

Mimi's goal is to get every detail finalized by the end of the month.

VI. Banking

Read is looking into obtaining a banking operations person.

Read recommends that the Board Members overlook/be involved in the banking process

Action: Cynthia to talk to 1213 Lincoln Avenue property owner to obtain office for bank operations.

Action: Obtain counting machines.

Action: Order 3000-4000 soda/water tickets – need to be a different color from regular tickets.

VII. Volunteers

All beverage booths are staffed mostly by past volunteer groups.

Action: Valerie Merklin to map out ticket volunteers process to help bank set up their own volunteers

VIII. Online Sales

Action: WGBA staff to connect Citibank to Sheldon to set up ticket sales

IX. Wineglasses

When ordering the wineglasses Sandra needs to ask for pour mark, if the glass operator give us the certification that we can pour wine directly in the glasses

Action: Natalie Lewis will email Sandra to confirm Peak Travel wants the 8oz colored-steam glass

X. Beer glass

Size of glasses should be at least 14oz.

Action: Valerie M. will follow up about the size and order them

Next meeting: Tuesday, May 15th at 8am in WGBA conference room