DOTA Committee Meeting Minutes
April 17th, 2012 8AM
Garden Theatre Conference Room (1165 Lincoln Ave.)

Attendees: Jess Gutierrez, Sandra Burkitt, Tim Mulcahy, Nancy Rice, Richard Zappelli, Linda Mancuso, Lynne Rovai, Meg Fitz, Mimi Braatz, Read Zaro, Valerie Murklin, ED, Cynthia Gutierrez

I. **Sponsorships:** Jess went over the current 2012 sponsor list. We are about 65% towards our $50,000 goal.
Action: Confirm what Nothing Bundt Cakes will be doing. Nothing Bundt Cakes may need health permits.
Action: Cynthia to make copies of the sponsorship application for Lynne and Valerie Murklin who will walk the Avenue.

II. **T-shirts:** Valerie and Tim will look into finalizing the festival T-shirts.
Action: Valerie will talk to Henry Flynn to see what is his idea on how to distribute the T-shirts.

III. **Marketing/ Ad & Promo:**
The Strategic Marketing Committee has revised the radio spot.
Action: Nancy Rice will send Cynthia Gutierrez the radio spot to forward it to Megan (CEFCU).
Based on Denise costs, Jess has given the approval to move forward with Denise's services.
Action: Have DOTA posters up before Mother's Day (May 12th).
Posters should be done by May 2nd at the latest. They should be distributed to retail Associate Members. The year "2012" will be added to the logo and other promos.
Action: Mimi will write up a press release for the May WG resident.
There was also discussion about adding a blurb to the schools' newsletters.
Action: Nancy and Mimi will meet to discuss where to send the message (WG charm, FaceBook, etc.)
Read had discussions with the SJPD and will use TEC's in and out system. This year we are adding patrol cars that will cruise surrounding streets.

IV. **Premium Beer and Wine Garden:**
Action: Staff needs to create and order a banner for this area (besides the sponsor banner)

V. **Community Stage**
Sandra Burkitt and Cynthia Gutierrez had a meeting with stage directors. They are committed to take care of the stage.
We have received quite a few applications and are expecting to receive more applications. Adam the Cowboy, send a quote for $375-$675. We don't have the budget to pay for this.

VI. Kids' Court

Wells Fargo has confirmed its sponsorship of this area. They have also allowed us to use electricity from their building. They are not sure if they will be able to provide the stagecoach.

VII. Volunteers:

Scarlett Myers (US Bank) has compromised on bringing ticket volunteers to the festival

Currently needs 6 Ticket Booths (4 regular, 1 for Premium Beer & Wine Garden, and 1 for Will Call). Will need to work on obtaining this

Action: Committee needs to work in obtaining volunteers for ticket booths

VIII. Miscellaneous

Action: Jess to email Cynthia contract for all wine services. Cynthia will email this to the committee.

Read will finalize details with Bottomley this week.

Ticket pricing:

- $8 premium beer & wine
- $6 regular beer & wine

T-shirt, and wine glass package:

- $15 t-shirt & $10 wineglass (regular pour)
- $20 combo and 1st pour

Committee discussed the need to have a "Will Call" sale point (probably In WGBA booth). It will have t-shirts & wineglasses available there too.