

## April 10, 2012 Dancin' on the Avenue Committee Report

Submitted by: Cynthia Gutierrez

Willow Glen Business Association

### Dancin' on the Avenue Committee Meeting Minutes

March 28<sup>th</sup>, 2012

Present: Jess Gutierrez (Chair), Natalie Lewis, Tim Mulcahy, Richard Zappelli, Nancy Rice, Mimi Braatz, Lisa Morris, Lynne Rovai, Meg A. Fitts, Sherry McGuire, Greg Barr, Don Shin, Sandra Burkitt, Daniel Avila.

Office Admin: Cynthia Gutierrez

1. Read Zaro's update (See attached report). Cynthia to email report to the committee.
2. Items added on the agenda: Premium Beer & Wine Garden, Tickets and T-shirts.
3. **Premium Beer/Wine Garden:**
  - Natalie Lewis to be in charge of this area.
  - Committee brought up the idea of having chairs and tables as well as adding a food (cheese) vendor.
  - Natalie to send an email to Valerie Evans to find out about cheese vendors.
  - Natalie will look into ordering tables and chairs from our current vendor, Stages Unlimited.
  - Jess, Read, Natalie and Tim to go to Byers building (1261 Lincoln Ave.) to look at the property and figure out the area layout on the day of the event.
  - Sherry McGuire, Alchemy Hair Studio, will bring about a dozen volunteers to help out on this area.
4. **Sponsorships:**
  - Meg, Lynne, Jess and Cynthia had a meeting on Monday, March 25th.
  - Cynthia to send the Sponsorship Google Doc to the Dancin' on the Avenue committee with Meg's email. Committee members are to email Meg if they update the Sponsorship Google Doc.
  - Potential Premium Beer & Wine Garden sponsors: Bridge Bank/Sereno Group – Jess and Lynne will talk to representatives. Application has already been sent to this group.
  - Jess suggested that everyone in the committee should look into getting a sponsor or becoming a sponsor.
  - Jess mentioned that we currently have less than \$20,000 towards our \$50,000 goal. Potential sponsors are big name companies and look very promising.
  - Sandra Burkitt mentioned that if companies aren't able to sponsor, then committee members should let them know about volunteering opportunities.
  - Cynthia to add deadline on Sponsorship Google Doc in order for sponsors to be included on the ads, posters and promotions on time: **Tuesday, MAY 8th.**
  - Don Shin said Citibank will sponsor Community Stage.
  - Sherri McGuire said Alchemy Hair Studio will sponsor beer glasses.
5. **Marketing**
  - Cynthia to Give Greg access to willowglen.org website. Greg will be working on updating the Dancin' on the Avenue page.
  - Greg to create Dancin' on the Avenue Facebook page.
  - Sherri McGuire suggested working on festivals' Yelp page. Also to have a contest with people uploading pictures from past festivals on Facebook page. The winners will receive a Willow Glen "Alumni" t-shirt (to be collected on WGBA info booth). Once winners pick up their shirts, they can take a picture to enter a contest to win a basket.
  - Cynthia to send Nancy Rice previous WG Resident contract to see conflicts of interest if the Willow Glen Times sponsors the festival.
  - Radio sponsorship is secured – KRTY and KLIV. 46 spots in each station for a total of \$1,500.
  - Nancy Rice discussed SVCN media sponsorship package which costs a total of \$320.
  - Nancy Rice suggested to consider "Dance, Dine and Shop" to be included in DOTA logo and promotions.
  - Nancy Rice to send radio script for DOTA committee to review.

#### 6. Wine Glasses

- Sandra mentioned that for wine glasses we need one month lead to get them ready for the event. Peak travel is this year's sponsor.
- Sandra is looking into a glass beer mug; however it seems like the lead time is 3 to 4 months. The alternative is having plastic beer mugs. Sherry McGuire offered to sponsor beer mugs. She will send out info to Sandra about beer mug vendors.
- Natalie and Sherri agreed that their logos will be on black print.

## 7. Community Stage

- The stage will be empty 30 minutes before and 15 minutes after Papa Hugs is on stage (4-5PM).
- Read to finalize contract with Papa Hugs.
- Sandra Burkitt is currently working on recruiting Willow Glen groups; however, people are unavailable during summer time.
- Committee to reach out to their contacts for community dance acts and refer them to Sandra Burkitt [wwannabee@aol.com](mailto:wwannabee@aol.com)
- Lisa Morris has a contact to the Valley Christian Jazz Band that may open and perform on the Community Stage at 3pm.
- Don Shin said Citibank will sponsor the Community Stage.

## 8. Kids' Court

- Jess mentioned that he is waiting to hear the types of animals that will be in the Kids' Court Petting Zoo and how much space will be needed. The Petting Zoo will most likely be located on the back area.
- Jess and Sandra are currently working to get boys and girls scouts to do some act.
- Mimi Braatz and Sherri McGuire offered to co-chair the Kids' court area.
- We currently have 4 non-profits that have applied to obtain a 10\*10 space. Goal is to sell these spaces to children-oriented businesses for \$250.

## 9. Volunteers

- Jess and Read are considering getting ticket machines, and getting volunteers to staff it. There would be 8-10 ticket machines 2 in each booth.
- Jess and Read need to figure out how many ticket booth volunteers are needed.
- As of today, 11 beverage booths are covered – 5 are still available.
- The committee is currently looking for someone to be the volunteer coordinator.

## 10. Tickets:

- Jess and Read suggested the following prices
  - \$2: Soda/water
  - \$6: Beer and Wine
  - \$8: Premium Beer and Wine at the Garden
- Committee needs to figure out how to promote sales of tickets and beer/wine glasses online.

## 11. T-shirts

- Henry Flynn's company is interested in sponsoring t-shirts.
- Tim Mulcahy will get a quote on the price for several hundred t-shirts in order to finalize the amount of the sponsorship.
- T-shirts will be distributed to volunteers, "alumni", and also sold during the event. DOTA logo will be on the front and sponsor logo on the back.

## 12. Miscellaneous:

- Greg Barr asked if we had enough food vendors – he could be able to provide contacts for food trucks if needed
- Tim Mulcahy suggested bringing Tomato Thyme as one of our food vendors. He'll look into it and let Read know.

**NEXT DOTA MEETING: APRIL 17<sup>th</sup>, 2012 at 8am in the Garden Theatre conference room.**

## Attachment A

### Read Zaro's Update

- 1 Awaiting quote from our security company for this year with the manpower as we discussed should be here some time this week hourly will remain the same as last year which is a very good deal.
- 2 I have reserved all staging with stages unlimited after a final tweak I will get you a quote.
- 3 Generators are reserved and ready only difference in pricing will of course be higher fuel costs.
- 4 PD will meet with me in about 30 days. We are also looking into a cruiser to patrol the neighborhoods around the event throughout the night.
- 5 I will order T6T wine cups for pours shortly need to discuss amount based on additional wine booth.
- 6 Trash Management and grant are moving forward we will recycle and compost attempting to be as green as possible Mellissa Baxter will oversee this she is paid for in the grant.
- 7 Toilets are tentatively ordered around the same as last year though we will need to add a couple
- 8 Golf Cars have been ordered
- 9 Currently pursuing Pepsi.
- 10 Working on a pathway situation to Aldera by main stage it is doable.
- 11 I have checked on ticket spitters I need to talk to whomever will be handling that and explain cost and needs.
- 12 Will prepare an overall current map toward first part of May for layout purposes maybe sooner. We got a late start this year.
- 13 Food Vendors:

Thus far

#### Avenue Restaurants

Willow St./ Aroma Catering  
Round Table Pizza  
Taiwan  
Opah!  
Yuki Sushi - Tentative but looks good  
Pizza My Heart

#### Outside Vendors

Ed's Big Buzzard BBQ  
Mojo Burgers  
Tamale Factory  
Olde Tyme Kettle Korn  
Dead Dogs Tentative will know this week  
Dippin Dots or High End Ice Cream Unit from Whiting Foods  
California Corn Roaster – Will know next week  
Possibly one other desert cart not sure yet

This will probably be about it for food vendors on this one. Sushi Kazzoo is not participating due to ownership change. Lou's Village is not pursuing due to restaurant opening time constraints, Kick's is no longer in this area so they will not be participating. Hay Market is not participating this year. La Villa, Sienna, Aquis, Subway, Jamba Juice, John's etc. never participate and just work out of there respective stores.

- 14 Entertainers are set.

The will be

Willow Street Stage	The House Rockers - R&B, soul, rock
Minnesota Stage	Sling Town - country to match up to KRTY
Stevens Music Stage	Diva's Of The Decades – Tribute to Women of Rock Opening will be Blue House – Acoustic Rock
Community Stage	Papa Huggs is featured at 4PM for 1 hour surrounded by community acts. Blue House and Community Stage will start first to draw people in from the outside gates to the center Willow & Minnesota start about 20 minutes into the event. This is a crowd management plan.

We have most of our equipment we need volunteer water we usually buy from CVS, I have banners, ice tubs etc. in my stock. We will need wine banners as those have always been provided I can order stock ones or wineries can provide we need to address signage soon.