

## **Minutes from December 1<sup>st</sup>, 7:00pm Rhythm & Ribs and NCF Meeting**

### **Held at Utica High School Cafeteria**

#### **Announcements/Decisions**

- The 2011 R&R Event made approximately \$1,000
- The original budget for the event was set at approximately \$20,000; actual expenses were approximately \$37,000
- The 2012 expenses will be tightly controlled
- The R&R committee will establish a budget in January and submit to the Finance committee and NCF officers for review and approval
- No expenses will be reimbursed outside of the approved budget

#### **Actions/Suggestions/Lessons for each Sub-Committee to Consider for the 2012 Event**

##### **General**

- Date/venue: Gary Stradley will ask Larry Hughes to give us possible dates for the availability of the fairgrounds from mid-August through mid-September. Possible dates will be e-mailed by Jodi to the group. We will all research dates of significant events in the area to see if we can pick the weekend that will allow us to achieve the greatest crowds. We will select a date for the event in January, at next month's meeting.
- 1 Day Event – we agreed the event will be on Saturday only, and that camping will be allowed Friday and Saturday night; with set up occurring on Friday and clean up on Sunday. Tentative 'gates open' time is noon, but will depend upon how many events/activities will be packed into the day. Last act will likely begin at between 8 and 10pm.
- A 'MMA-like' organization (cage fighting) is seeking a non-profit in the Utica area to partner with them to jointly fundraise – the group agreed this is not a fit for the NCF and declined to pursue this relationship.
- Rob Pierpont from the American Freedom Lodge (AFL) shared information about their 4<sup>th</sup> Annual Gun Bash (held on the Saturday of our 2011 event) and discussed how we might be able to work together; after much discussion there were 3 areas that Rob and the group agreed we might be able to pursue together – 1 is a bow hunt that could possibly occur at the Fairgrounds in conjunction with our event that would benefit AFL, bringing additional people to the event; the 2<sup>nd</sup> is a display of antique military equipment to complement our kid/family zone; and the 3<sup>rd</sup> a gun raffle with tickets being sold months in advance and tickets drawn at the event (no guns on the

premises/they would be picked up at the local vendor providing them). Rob offered to connect us with the folks who have the military equipment and travel to events with it. We all agreed this could greatly enhance our kid/family zone area and bring in additional crowds. He can also share valuable insights about how to conduct the gun raffle. We would need to put someone on point for this.

- The committee agreed to create an event where the focus is on 'music and food festival' rather than 'concert', offering a variety of family friendly activities and acts for music lovers of all genres. Ribs/BBQ will also be a feature of the event's identity. We will look to combine activities such as the bow hunt, antique military equipment show, car show or poker run that seeks to enhance the festival atmosphere while maintaining an overall entertainment budget (to include sound) limited to \$7,500. This implies we will not seek a single headliner act that requires a significant fee.
- Would like to include youth-based performances early in the day to pull in supporters of these groups (local youth dance groups, youth talent competitions, etc...).

### **Food Vendors**

- No tickets will be required to purchase food; based on 2011 profits, a flat one day fee for food vendors of \$200 to \$250 will yield similar profit levels with far less hassle – customers, vendors and volunteers hated the tickets.
- Greater variety of, and increased number of food vendors will be sought out; with an emphasis on Ribs/BBQ, but to include some more family friendly/younger child friendly menu options.
- Food vendors will be allowed to sell beverages to increase their profitability; the NCF will sell beverages if we receive a donation as we did last year and the NCF will operate the beer tent/both alcoholic and non-alcoholic beverages could be sold at the same location, minimizing the need for additional volunteers.
- The beer tent may want to consider a lower price and fewer selections of beer to increase profitability/sales.
- We will consider asking Northridge and Centerburg to sell all day from their buildings for a fee that covers our cost and makes a profit for the Foundation, while increasing food variety.

### **Non-Food Vendors**

- Need to fill all available spaces for 2012 event.
- Consider using buildings with stalls to be rented at a lower rate.
- Consider non electric/non water spaces to be rented at a lower rate.

- Determine the maximum number of spaces available in January/February and blitz the vendor population early to fill ALL available spaces. This represents a significant opportunity for improved profits for the event.

### **Kid Zone**

- Would like to greatly expand the kid zone activities and invest some budget in the kid zone to make more robust.

### **Entertainment**

- No chairs will be rented; we will consider a fee based entry to the track but not the grandstand, or;
- Patrons may be invited to bring their own chairs for the track, and there would be no fee regardless of where people wish to sit or stand (grandstand/track).

### **Security & Logistics**

- Not discussed at this meeting.

### **Advertising & Marketing**

- Need to establish this sooner and prepare a budget for it in January with all other expenses.
- Need to establish who will take this on.

### **Volunteers**

- Need to extend shift to a minimum of 4 hours and solicit adult-only volunteers for the most part – should need far fewer volunteers than we had for the 2011 event.
- Will not need ticket sellers, track volunteers and no exclusive beverage sellers would be needed.
- This must be organized much earlier than last year and we will have the time to do so this year.

### **NFCF Meeting Information/Announcements**

- Current Account Balance is \$28,958.53.
- Kroger Community Rewards Check for approximately \$750 is forthcoming for the first quarter of our participation (September through November).
- We will request the home page on our web site be changed to feature the sketch of the Victory Garden by Glenn Williams with a link to the 'sponsorship' pages.

- We would like to create a committee to plan for a 5K obstacle course type run such as the Warrior Runs that occur nationwide to occur in the May time-frame; possible locations include the fairgrounds and the Sportsman Club.
- We would like to limit our active fund-raising activities to the R&R, a 5K, sponsorship sales and possibly a silent auction.
- We would like to begin focusing on all 3 objectives next calendar year (supporting extra-curriculars, enhancing wellness and assisting with intervention needs).
- We have recommended to board members and administrators that if funding for extra-curriculars is cut next year, the PTP fees be increased to cover most of the costs for these programs as the community feedback is this is preferred over the exhaustive fund raising done this year.
- Planning for next year's sponsorships need to occur in February.
- Gary turned in money from area business collection/donation cans and for the sale of ice left over from the R&R event.
- Black R&R t-shirts from the event can be purchased from Julie VanWey for \$2.
- The Spirit Pump resulted in approximately \$2,000 in cash donations from Brian and Jo Walters.
- Our next meeting date will be in late January at the high school cafeteria if it is available; the date will be announced in early January and it will be combined with the next R&R meeting.