

**Minutes from June 21, 2012, 8:00pm Rhythm & Ribs Lessons Learned Meeting
Held at Utica High School Cafeteria**

General:

- Keep the event 1 day; keep parking and 5 & under free; keep pre-sale at \$8 and \$10 at the gate
- Increase guaranteed revenue by pre-selling 1,000 advance tickets that are both admission and raffle tickets from September, 2012 through June, 2013. Ask each sports team, club, band, etc.. to have a goal of pre-selling five \$8 tickets per group member during their 'season'. Incent top sellers. Pre-sold tickets will serve as both a raffle ticket and an admission ticket. Prizes to be determined. Need not be present to win. Only pre-sold tickets are part of the raffle.
- Increase guaranteed revenue by pre-selling 5 sponsorships for the event (Kid Zone, Beer Garden, Live Entertainment, BBQ Cook Off, and 5K Naming Rights – "2nd Annual R&R 5K Trail Run/Walk Brought to You By....". These 5 sponsorships will be a minimum of \$500 each.
- Start the event at 10 a.m. for general admission. Close the event at midnight.
- Crown Miss R&R at noon, do not begin live music until 2:00.
- Ask the fair board to build into our contract the use of showers, the maintenance and up-keep of the bathrooms during the event, and the pre-cleaning of the grandstand.

Marketing & Advertising

- Loved the signs that Matesich printed for us, however, they were really busy, need to have them be a little simpler next year.
- Yard signs (like for elections) with R&R info placed throughout the surrounding counties.
- Need to do more advertising with 610 and Cool 101.7-WNKO.
- Ask 10tv weather to be at event.
- Need to have the newspapers at event so we have coverage after the event.
- Put pics in paper from 2012 when we start advertising for 2013.
- Place ads in the UHS Sports Programs.
- Get in touch with the 610 Big Bass Brothers.
- Post 'NO COOLERS BEYOND THIS POINT AND NO SMOKING' or designate smoking areas.

5K

- Increase the cost of the 5K t-shirt sponsors from \$100 to \$200.
- Went really well. Spent \$291.00 of their budget.
- Mile markers on Posts and have sponsors for this.
- Have a Gator to lead the 5K on the correct route.
- A new Route is already being planned.

Kid Zone

- Find a carnival vendor to pay us to set up in the kid zone. Keep easy-to-man, popular kid zone activities to supplement the carnival vendor.
- Get a climbing wall.
- Get magnets for the cars.
- Great job to our Miss R&R reps!

Gates

- Use gate C for Poker Run and Entertainers. Use gate B for all others – establishing 2 lanes for traffic to pull ahead as far as necessary so traffic is not delayed on the main road, pay admission and be directed to their parking area. Close gate D and gate A. Open gate C at 9. Open gate B at 7 for volunteers, vendors and 5k runners. Ask all vendors to arrive before 9 a.m. Admit general admittance at 10 a.m. Handicap parking and scooter rental needs to be near the gate B entrance.

Entertainment

- Lock in McGuffey Lane for next year's head-liner asap.

- Keep the bands to 3-4. Possible schedule 230p-4p 430p-6p 630p-8p 830p-10p and suggested to have McGuffey Lane close the show.

Volunteers

- More trash volunteers.
- Same security force (2 law enforcement officers is plenty/consider using Utica PD – jurisdiction doesn't really seem to be an issue for us?).
- More volunteers for Friday and Sunday.

Food Vendors

- John advised all went really well and only 1 of the BBQ vendors will not be back next year.
- Mike Swartz motioned that John's spot be free next year for all of the work he puts into R&R as well as catering the VIP tent. Julie Van Wey-2nd, all were in favor.
- Add an ice cream vendor
- Increase the fee or ask for a percentage of sales

Non-Food Vendors

- Place more vendors in the Kid Zone who do not require electric
- Find an Outdoor Outfitters/Sportsman vendor to set up near the military area

Military

- Guarantee a battle or more heavy equipment

Camping

- Test the form for on-line payment

Car Show

- Have a car show that day

Poker Run

- 75 Bikes & 27 additional Riders. Not sure on the number of campers.
- Rob Pierpont gave us \$1000.00 for the Poker Run and \$100.00 for Camping! Thank you Fire & Iron.
- Suggestions for next year: get an exact percentage of what will be donated to NCF. Camping needs to be more organized; this shows only 5 camp sites used.

Thank You!

- Send Thank You notes to Joel Riley, Zach Webster, Steve Cannon, Fire & Iron
- Financials will be reported at the July 19th, 7:00 p.m. Ground Breaking/Thank You Reception