

The Greenhouse Project Action Group Meeting Minutes

7/27/17

411 N Division St

2:30 - 4:00 PM

1. In Attendance—Karen Abowd, Karel Ancona Henry, Arnold Carbone, Robin Graber, Mark Korinek, June James, Cory King, Brenda Schmidt, Millie Karol, Janette Bloom
2. No treasurer's report was given.
3. The 2017 Concert Under the Stars Wrap Up was given. \$61,584.09 was the net income of the event and the most ever made on TGP fundraiser. Janette was quick to point out that it was a lot of work but Karen pointed out that fundraising is work and this was a critical year as the venue changed to the BAC. Discussion ensued on using the BAC including moving it to Fuji Park. Karen pointed out having done an event there for 12 years that it is difficult to control entry and sound does not carry well. Complete financials would be put in the concert binder.
BAC issues.....security was not controlled at all entry points especially where the band was near the church; security seemed more about watching the concert than doing security; someone needs to be at the VIP entrance all not or secure it off. Bag check was BAC volunteers and not trained security and the need for that was questioned but it was protocol as sent out by written report from John Procaccini to all the volunteers; \$800 was security cost and perhaps next year we hire a security company; Gina complained that their beer truck and bleachers were not moved back although Jeff Fast was on premise and could have directed Merlin/ChiliBop on this. BAC's porta-potty was not pumped 'til Karen pointed it out. Number of bathrooms was sufficient. Generally the response including in the NV Appeal was that the venue was fabulous and an improvement over John St. Volunteers were supposed to empty trash cans and were instructed to do so but all did not. Fenced venue worked. Some felt set up was more work but Karen actually felt it was less work than the John St setup and we had a lot more volunteers to help.
Much discussion on tents versus chair seating but ultimately Gold Circle and Bleacher/SRO seats only seemed to be the consensus. The other levels of seating sold in limited numbers. \$35 suggested as lowest ticket price.
Janette talked about folks bringing their own chairs but the opinions were mixed on that as cheapening the event. Some felt there were too many "in charge" folks at the BAC. Some felt the BAC should not have a bar that competed with TGP/Adele's donated-bar. Karen pointed out that we got a discounted rate on the venue because the BAC recovers some cost on their bar.

Veranda/Chalet Tents---having some servers not show up until 6 PM does not work; Some liked but most did not like Simple Fair Caterings food; Felt serving staff and Mitch were rude; They ran out of food and served ribs; the veranda food he served was awful; some complained they did not like the tent wine and beer although Southern Wine has always donated our wine selection which is a quality product and the beer donated by the FOX was their award winning brew so cannot please everyone. Charlie from café @ Adele's said he would donate the restaurant house wine next year for the tents. Suggestion that next year we have Josh and Whitney Deri of Blend catering or Mark Estee do the food. Veranda since not at Adele's cannot be duplicated so Robin

suggested a "Family Tent" perhaps banquet table set up where folks sit together so folks that want a tent atmosphere but not a Chalet tent can have that option. Cost per seat TBD but maybe at the Veranda price of \$150/ea which netted \$6,750. No Adele's servers for this tent. They order from a menu and are served or get their own food but get cocktail service. One server complained about tent signage but the sponsorship levels define recognition. Can certainly be revisited next year. The comment was chalet tent folks want to be special and recognized...they were recognized on stage, had a catered menu and wine and beer and water on ice and their own server so definitely the intent was to make them feel special. Robin made a terrific suggestion that we do an iced jug of lemon water at each tent which would solve the too much or not enough bottled water issue. Cheryl did a great job with tent décor but literature needs planning for on the tables so it does not blow all over and the buckets although meant for the plants did not work. They did hold the plastic glassware but not until closer to the event. The major sponsors had sun for a bit in their eyes. Karen had checked with Kitty McKay about the location for CTH ahead of time and gotten her approval so that issue can again be revisited next year. All wanted dessert so next year LA Bakery or a dessert food truck would be included. Numbering on tents needs to be consecutive if no veranda this becomes a non-issue.

***Stage at the BAC needs a structural sign-off. Maybe we don't move the stage and tent all the way around to the angled location.

The ATM was great idea. Some glitches with new charge set up that would just take practice.

Volunteers were fantastic...Harley Davidson awesome on take down as were CHS students for clean up the next day after the concert. Terry Roberts of Foothill Electric rocked with lighting the tents and took all lights down the next day. Could use Juvenile Probation for clean up the day after the concert and were great for set up. Adult Probation did not all show up on Monday but thereafter were terrific each day of set up and great for clean up after the event and Richard Hale did a great job managing them. Board members were fantastic in helping. Pre-training of volunteers was huge the day before but they need to be more on top of emptying garbage cans when full.

Auction---no gym packages as they do not bring in much although the Change Place package was good. More adventure packages suggested. Kitty suggested that we have a 50/50 raffle for maybe \$2500 or whatever the cash take is and pre-sell raffle tickets and could sell at Plant sales. TGP gets 50% and the winner gets 50% of the take. Arnold would check with Len on how we do that on the website. Fewer auction items of higher dollar (we had 9 this year which netted \$8950). Brenda would contact travel agencies and the International Center at UNR. Brenda suggested that folks check with other nonprofits that fundraise on how they obtain travel packages. She mentioned that there is a base price on these that the nonprofit does not pay for unless the auction earns more than the base price of the package. Suggested also was a "Back Stage Experience" package but is dependent on the act as by contract sometimes is not allowed.

Band---folks loved The Family Stone but tickets were a hard sell. Mention was made that gates should not open until 5:30 and band sound check needs to be DONE. Their lack of punctuality

effects food and drink sales. How to get a different expanded audience---opening band that appeals to the 40 somethings crowd or local group as an opener. The band could make an announcement before they start that out of courtesy to front seat ticket holders folks dance in the aisles or in designated dance area.

Sponsors---getting \$65,000 in sponsors in advance was huge in defraying cost. List of all contacted for sponsorship is in concert binder. Many who read about event now want to be part of sponsorship.

Promo---Karel did a tremendous job promoting this event on social media as did Lindsay and Arnold but advertising budget double. Question was raised should we spend more on acts but Karen pointed out it is not a little more it is a lot more for acts and with all the entertainment in our area now it is tougher.

All in all the public perception was a great event which was a blessing with changing the venue and the proceeds were the most TGP has ever raised!!!!!!!!!!!!!!!!!!!!

4. Cory gave TGP Managers update. 470#'s of produce donated to date. No fruit this year so far. \$961 in Farmers Market sales which is comparable to other vendors at the market. On the Americorp individual project progress...Mckenna is continuing into September on replacing the plastic on the hoophouse and other projects continue to be worked on by other Americorps in How-to schematics at different work stations by Kyla; Nani and Andy cleaning out and labeling plantings in the Food Forest area. Cory discussed the 1700 hr. position with Americorp he would be hiring at the UNR job fair which is a \$12,000 position with a \$5800 educational stipend. Truckee Meadows Parks has a website where they will promote the position as well.
5. On the Foothill Garden progress this coming Monday permit would be completed and the hoophouse should be constructed by third week in August. Karen promoted the HopeFest at the CTH campus on August 18 from 6-9PM which 15 TGP members would participate in and t-shirts would be customized for by a local youth for compensation.
6. The harvest Dinner date was confirmed for Monday November 13.
7. Millie Karol submitted a list of great suggested improvements at TGP site which will be part of an October BOD meeting for approval along with a site plan for the suggested improvements.
8. Next meeting...no meeting in August. September 28 at 2:30 PM at 411 N Division St will be next action group meeting.
9. Meeting adjourned at 4 PM.