

Topanga days meeting.

Mimi thanked everybody for their help.
Everybody had a good time.

Sheriffs department representatives said event was very smooth for most part. Liked additional fencing. Saw a lot of people running around without wristbands, but fewer this time around. Some issues at water tower, handled by their department. Problem with some truck delivery and security guard. Glad to see things going on time. Enjoyed the artists that were selected. Charged for three, provided nine officers over three days; bill for one day represents all officers over all days. 0 arrests. Some kids got in trouble.

Phony fifties: three were passed at the bar and a vendor got the fourth. New policy to check bills over 20's.

Discussion about bands: several suggestions discussed. No Headliner Saturday, people are out shopping and don't show up anyways. Or get better headliner who actually attracts. Large headliner gave problems with fire dept and sheriffs. If lower costs on Saturday, make community band day. Strong lineup of local or up and coming LA bands for Saturday. Local bands Monday, community interest after parade. Choose theme, pick acts to match. Bring people from out of area. Others reject theme, as if someone does not like that type of music they just don't come. Andrea pointed out that headliner bands on Saturday has worked in past two years bringing record numbers of Saturday attendance. Brooks suggest headliners Saturday and Sunday, and make Monday local and world music day.

Volunteers: need one volunteer check-in, one VIP check-in, to keep things better organized. Senior and kids should be plain wristband, regular should be fancy to differentiate.

Versa: VIP's were not on list. Lists need to be submitted ahead of time, typed up for easier access. Media and VIP in one list.

Band lists: do they get member + 1 - extra admission. Tom offered one ticket to kids and half price to parents who bring the kids.

Contracts need to be in much sooner. Main stage contracts were a mess. Person assigned to do the job failed to perform the duty.

Coordinator contracts need to be reviewed and approved by Board, and all positions have a contract, whether paid or not.

Need recording secretary for Topanga Days meeting, assign that person to do the contracts.

Versa suggest that each artist that perform be asked to conduct interview for press and meet and greets. She was refused by some artists.

Andrea said Nick Harcourt has offered to help repeatedly, Versa has been rebuffed by him.

Karla's request as well as others – volunteer price of \$10, work three hours. Might make sense if attendance is good.

Dayna: people who worked on property years ago who say they volunteered – how does she know who actually did anything. Suggests there are two guards checking handstamp and wristband, to avoid swapping wristbands.

Adrian noted that some volunteers felt unappreciated; many did not get lunch tickets. While coordinators were supposed to get lunch tickets, it did not happen. Volunteer need to be application, signup online, mandatory volunteer coordination meetings, checklist of requirements.

Decisions of who got lunch tickets was somewhat arbitrarily determined by Karla, basically if they worked 3 hours no lunch, but 4 hours or more yes lunch.

Sponsorship package – nobody in charge this year. Should go out October – November ahead of time. Need outreaching offer – why would the sponsor want to promote here. Sponsor pack could be changed to show that other communities and youth of area are involved, and get promotion.

Need to show that TCC does good works, donations specific to other non-profits, worthy causes and persons in need. Should be in the sponsor package.

Use headliner's favorite charity to lure bigger artists to perform for support of their charity and us.

Arthur: sponsor is looking for advertising value. Provide numbers, demographics, area codes where people live and shop. Package to include attendance info. Tailor each sponsorship deck to the particular sponsor.

In-kind sponsor: what is the worth of an in-kind donation. Plant people may have taken advantage of admission. Need an in-kind donation value to number of pass ratio.

Food vendors: Saturday slow, Sun and Monday better but similar each days. Some mention that there were too many vendors, some similar foods. Suggestion to charge vendor per electric plug, rather than just for electricity in general. Had some problems with fire and health departments – more space for each booth. Many repeat vendors brought additional cooking materials. Ali said that the posted booth numbers were mistaken and had to be ignored and recalculated.

Suggestion that perhaps food vendors be required to provide plot of how booth will be set up. Try to incorporate more trucks – no fire dept or health dept issues.

Merchant vendors – most were happy. Monica made notes of some that probably should not be invited back, not a great match with our fair. Thinks rate of \$475 was fine, OK to raise to \$500 for three days and \$1000 for food vendors. Younger skewing crowd with less free cash to spend.

Suggestion to set up community 10 x 20 booth for non-profits to run, offered for free but they have to pay for admission. Historical society and boy scouts were missed.

T-shirts: cut order from 1000 to 450. Chryssa said many were left. Suggests keeping the order small. 1 male style, 1 female style, no kids. Mostly sells large and extra large. Put the bands names on the shirts. Keep the screens so we can reuse rather than let the printing company keep it.

Nobody buys red t-shirts.

Sell, or hang some t-shirts by entrance-exit and by bar

Put bartenders, staff, support crew in event t-shirt

Retec make screens, print shops and warehouse downtown to get shirts.

“Classic” Topanga t-shirt screens “Topanga Kid”, etc, are at Print Lab and/or Flannagans

T-shirts. 50 for corral, 40 for staff

Jewels was to sell corral t-shirts; only 6 sold. Can be sold at future events.

Merchandise sales – put someone selling stuff, take 18% commission of artists merch

Wine: Under \$1247 in expenses, made \$3887. Net \$2647

Beer 8147 cost, 42,700 income. Profit of \$34,600 \$10k less than 2010.

No sales tax on water.

Volunteer kitchen food was not incredibly high quality but most workers generally satisfied.

Canyon Underground. Cost of \$10k for sound, backline, etc. Few vendors. Not a profit center. Brooks feels that it is not a part of the event, it feels like it is separating the young people from the main fair. Need the area for parking. Feels area could have been more successful if had not been left alone. If do it next year, do it on the cheap, like a party. Sheriffs saw it as a slight problem.

Treasurer report \$229,000 in so far, some paperwork missing.
Expenses, preliminary report including some recurring expenses, \$175,000 cost.

Net of \$54,000 approximately.

Last year was 66, plus an additional 8900 that was double booked, less the taxes we now have to pay.

Despite our cutbacks, additional governmental burdens added nearly 10 grand to costs. Included \$10K in CHP costs.