

Topanga Days 2015 Planning Meeting #1 - 8/27/14

2014 Financial overview by Franka – 2014 netted \$47,673

- Question as to costs that TCC should not be paying bc we are a non profit.
- Re-consider all reimbursements for extraneous lunches or things other than allotted for in contracts for coordinators
- Dayna and Franka to lead a budgetary committee to look into expenditures
- Need to clarify spending policies to all volunteers and coordinators
- Goal, let's aim to net \$80k, by getting sponsors and fixing the following.

Ideas for saving money for TCC:

- Give volunteers vendor food tickets
- Sell packaged food at the TCC Booth on the field
- Keep the TCC kitchen simple – only sell otter pops & water melon
- Charge vendors a premium for better locations
- Have vendors of various price ranges, everything can't just be \$50 +

Advertisement costs to be discussed with Mimi and board at other meeting

- Lon vs. Dean Porter (Mark is getting a quote from Dean)

How do we up attendance, especially on Saturday:

- Better headliners for each day
- Choose a theme for each day. Like Saturday is Indie day/Cal Americana music only
- Stream Topanga Days – Ron Garrett, friend of Stefanie Becker's
- Sponsorships and then publicize thru them
 - o Whole Foods, Matt Smyrnos
- publicize our global perspective
 - we help inner city kids, City Hearts thru Shari (Karen Dannenbaum)
 - TYS – kids stuff
 - Sages
 - Veterans
- get a Booking Agent to book the music
- better food choices, less is more

Artwork for posters

- no contest, too difficult
- board gather ideas and submit to graphic artist with specifics
- don't brand the image, brand the font of Topanga Days
- w/in the art ideas, utilize the brand in some way
- poster with 3 themes possibly for each day: evolution

Ticketing and Pre-sales

- We will do pre-sales this year, just make sure the software can accommodate for membership
- get only the plastic wristbands for the multi day passes
- non member 3 day pass should not have to return to the booth each day
- Jenn Allen, Franka will coordinate (hopefully Karla will still run box office)
- Kelly will look into plastic wristbands
- Question regarding raising the kid's free age just for Saturday to 0-12, especially if we get more sponsors
- Use pricing as a tool: Sunday and Monday stay the same as last year

Membership

- discuss a sustainable membership option with Bonnie, that could be automatically renewed by credit card (option only to cancel, not to question renewal)

Vendors

- Get more affordable vendors
- Have levels

Food

- less is more, get only key foods
- food trucks possibly, especially if we move the entrance
- consider themed trucks with different themed days, trucks leave each day.

Coordinators so far:

Bar Coordinator: Rick Provisor

Volunteer Coordinators: Dayna and Alisa Land Hill

- sign up genius to be re-organized by Alisa & Dayna

Sponsorship Coordinator: Nonie Shore

