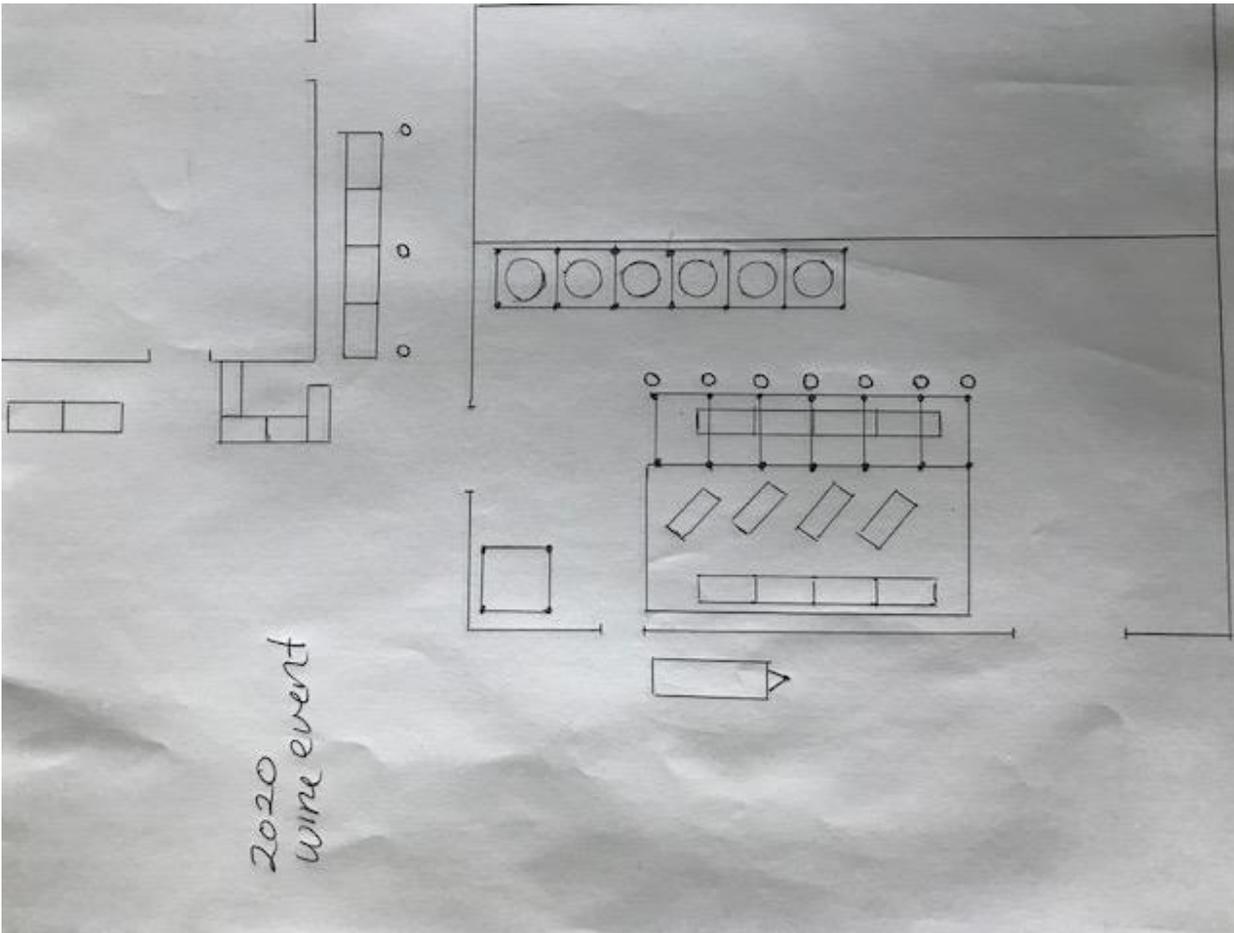


MATLACHA HOOKERS 2020 WINE EVENT Layout

Alden Pines Country Club, Bokeelia

COUNTRY IN PARADISE 3/1/20



Hello everyone! I miss you guys!

Tom sketched a pattern of how the tables were set up this year. It seemed to work out pretty well.

I would be happy to purchase and paint the wine glasses for next years event. However, I think we are buying too many. Also, we could sell the extra glasses at the event when the line to get in slows down.

We need to have volunteers specifically to take down tents, tables, collect trash cans and anything else left behind. It worked out well having the large tent and rented tables picked up after the event.

Our garage and refrigerator will be available once again for storage.

I'm sorry I don't have a computer and my iPad has died so I'm sending this from my phone.

I will be glad when things get back to normal.

Take care and stay healthy. Joyce Boyer

MATLACHA HOOKERS SILENT AUCTION REPORT COUNTRY IN PARADISE

This year we visited and/ or contacted 94 businesses. We utilized a list that was 2 years old with many of the contacts on the list no longer the contact. We also visited new businesses, around 40. The results of the soliciting was 69 confirmed donations, 73% success rate. This is a very labor-intensive activity as high percentage had to be contacted a second or third time in order to have a commitment for a donation. Thanks go out to Billie Young, Sandy Kerr, Darlene Widirstky, Debbie Cundell, Diana Willits, Joyce Boyer, and Joanne Correia, and Jeanne Glenn for helping with gathering donations.

The basket making aspect of silent auction yielded 27 baskets and then an additional 2 made later from late donations coming in. Thank you to Bonnie Kellen, Pink Wesorick, Jeanne Glenn, Mo Steinman, and Sandy Kerr for making the baskets. Thanks to Joyce Boyer for making the beautiful bows.

In addition to baskets, we had larger ticket items. 6 were displayed in frames and 3 were displayed in the clubhouse on tall easels.

Check out area was in the clubhouse which worked well and suggest that again.

Silent auction committee incurred \$258.17. Income generated was \$3,002.00 of \$4,938 possible sales (made 67% of 100% possible sales)

RECOMMENDATIONS FOR NEXT YEAR:

1. Recommend larger bidding forms to include larger print for easier reading. That means more tables for space. Or, reformat small bid sheets to have printing below the clips on the small boards for easier reading.
2. Recommend discussion on keeping or eliminating the "Buy Now" piece. I heard from many of the attendees that they did not like it. It took away the fun of bidding and excitement of going back, and having bidding wars, etc., only to find that the item you were bidding on was gone! There was not the opportunity to even bid above the buy now price and many said they would have bid higher. They understood the reason for doing that – to raise more money. However, if we are to call this a silent auction, then it should remain the traditional way in their minds or don't call it a silent auction.
3. Recommend making several announcements throughout the day about the auction and to notify the attendees if there are other items in the club house area. Unfortunately, that was overlooked this year and the bids were very low on those items.
4. Recommend having a sample bid sheet with instructions, either posted or given in a handout form when registering on how the silent auction works as it was clearly a problem this year. Not many bidders read or understood the instructions and did their own thing. I take responsibility for that as I just assumed that people knew. I think if the first line had the starting bid already there in the column, that would have helped tremendously.
5. Recommend having more help during the silent auction besides one person. By the time I was reviewing bids, it was too late to make an announcement to change the way people were bidding. I know other people said they would help but they were not finished manning their areas so we need volunteers just committed to silent auction area at the beginning to help people bid correctly and for the last 30 minutes before closing.
6. Recommend stop bids at 4:30 pm instead of 4 pm. Respectfully submitted. Linda Bohacek

Marketing Thoughts – Joanne Correia

- We started meeting at least 2 months too late i.e. December
- It took a month to nail down the theme, graphics, and other materials
- Therefore, we had to run hard at the end of January to get things out.
- New Ticket distribution process by Jeanne worked well. But we need to have more Hookers take tickets. We only had 1 meeting to accomplish this and many were distracted with other events.

- Facebook marketing push helped a lot but we need to be more targeted by maybe using some list marketing or work with the Beacon for more help to their audience
- Press Release were not in every week due to the crowding of other events and limited space available because of other events running on the Island
- Banner in the center worked well – Good Positioning but should have been up 2 weeks earlier.

Financials for Project

Matlacha Hookers Wine Event 2020	Expenses	Income
Julia Simpson/Advertising	\$75.84	
Joyce Boyer/Wine Glasses	\$248.84	
Great Party Solutions/ Tent-Table-Chairs	\$597.00	
Joanne Correia/Decorations and Pans	\$121.38	
Sandy Kerr/Decorating	\$114.61	
Pine Island Eagle	\$210.00	
Darlene Widirstky/Decorating	\$157.47	
Blue Dog Bar/Beer	\$254.70	
Bud Cleveland/Music	\$300.00	
Deposit/Silent Auction/Cash-Square		\$3,002.00
Deposit/Tickets		\$4,985.54
Deposit/Cork Sales		\$825.00
Deposit/Left over Beer & Wine		\$312.23
Deposit/Sponsor		\$900.00
Julia Simpson/Printing Costs	\$127.71	
Linda Bohacek/Decorating-Advertising	\$258.12	
Jeannie Glenn/Food Purchase	\$142.55	
Wine Purchase/Julia Simpson	\$569.43	
	\$3,177.65	\$10,024.77
Income: \$10024.77		
Expenses: -3177.65		
Total \$ 6847.12		
Minus 15% - 1027.07		
Total Profit: \$5820.05		

2020 Wine Tasting Event – Report from Sandy Kerr (who joined the committee the end of Jan.)

The event Planning got off to a late start. It was unfortunate that at the same time, only months before the event, the Hooker Herald email system was not working correctly, and many members could not receive notifications. Many are not Facebook members either. Trying to round up helpers and get requests out there was difficult. A few of the key overseers were not available at the event due to unforeseeable circumstances. I was amazed by the Hookers and their friends and families that stepped up and pulled the event off. They should feel very proud of their efforts.

TICKET SALES: Jeanne Glenn did a great job overseeing and selling the event tickets. Having sales at the Garden Gala and Bag n Tag was helpful. We could have used more members willing to set up tables at CVS, Winn Dixie ,etc., to sell tickets. Sold a lot the day of the event.

SILENT AUCTION: I agree with Linda Bohacek and her reporting on the Silent Auction. Her points about the Bid Sheets, inside auction items, and needing more help, were spot on and her recommendations very good. I was told that customers wanted to better see the contents displayed on the bags. Some other notes:

1. People inside the Clubhouse or around the side, could not hear the announcements. Would need someone to go to areas and repeat the announcements.
2. Basket making went well and the Beacon of Hope’s Conference room was useful. Maybe have less baskets and better contents, like some trips. That takes more advance timing to procure.
3. “Take now” did not go well. People missed out on the bidding.
4. There were not a lot of people helping to solicit items.

MYSTERY WINE: Mo Steinman and her team were able to obtain over 170 bottles of wine that they sold for \$5 a piece. Fabulous.

EVENT SET-UP: Joyce Boyer stepped up and did a fantastic job with less than two months. Everything that was needed got to the event site. She lives close to the Clubhouse, so she graciously stored items before the event. Some notes about the layout:

1. The entry line was ridiculously too long. That needs to be worked out. Maybe two or three check in areas that funnel down to going indoors.
2. Many stated that they missed the champagne fountain.
3. Maybe if the Mystery Wine, which sold out again, was moved indoors. You have CW Fudge on the left, and maybe the Mystery Wine on the right.
4. Keep Silent Auction items outside.

ADVERTISING: Julia had all of the paperwork and documents done quickly. Julia ramped up PR. Had the poster made and did social media advertising as well as articles for the Eagle. Some people were confused as to what was going on and where things were. Maybe a map with more information for the Day of Event flyer.

WINE & BEER TASTINGS: Joyce Bieber had a great team of servers. I think the horseshoe layout worked well. I heard that some customers were confused about the ticket which showed three wines and three beers. The Servers were able to clear that up. Not sure what would make it clearer on the ticket. Check wording I guess.

Selling leftover wine and beer at the end was a good idea.

WELCOME TABLE: Once again, it is the layout. The wine glasses, however, the paint comes off easily. Possibly need to bake in the oven to set the paint.

FOOD: Joanne turned things over to Barbara Southwood who did a fabulous job of taking over. Jeanne Glenn took the pork that Elida cooked and added her special sauce. Hookers made delicious sides. Sandy made cute rice krispy

hay bales. They did not have roving servers that was done other years. The servers were on top of it and I think it went well. The CW Fudge trailer is a God sent keeping items hot or cold, and storing food till needed.

SPONSORS: Need to get a head start soliciting sponsors. They cover the cost of the beer and wine. Try to get some donated, especially with all the Beer Breweries around now.

DECORATIONS: Darlene & Sandy- The Country in Paradise theme worked well. Red & white table cloths/ worker bandanas/ table decorations/ western wear/backdrops, and décor. Plants borrowed from a local nursery added to the theme.

TREASURER: Theresa had the banks needed and Pink helped with Silent Auction charges at the end.

TEAR DOWN: It got done, but a little confusing. The tent people came at the end and were taking chairs, etc. making too much going on all at once.

Suggestion: That there be a tear-off tab on the ticket that could be put in a separate drawing around 4:00.

If there is a Pirate theme, maybe look into RUM donations for tasting.

Cudos to everyone who participated to make this event successful.

Respectfully, Sandy Kerr

Notes from Barbara Southwood

Hello, Joanne and fellow Hookers

Here are my thoughts / observation on the food portion of this year's wine event. In my opinion, it went very well. The left-overs we did have were given to the Fire Department.

- A lot of money was saved on fruit salad by buying whole fruits and melons and cutting them ourselves (vs. buying pre-cut fruit platters). The cut fruit/ /melons were placed in gallon sized plastic bags for easy dispensing when refills were needed.
- The Rice Crispy treats were a big hit and didn't interfere with the chocolates and popcorn provided by CW Fudge. Also temperature did not affect them.
- The Sterno trays were an easy and convenient way to keep the food warm. If we use them again we will need to keep in mind that each small propane burner only last about 2 hours and we had to replace them about 1/2 way through the event.
- Putting the mixed nuts in the plastic, 2oz cups was a great idea and ,surprisingly, we actually ran out of nuts. People really seemed to like them this year. Who knows, maybe it was the beer. We have about 1,500 2oz plastic cups left, we should never have to buy anymore of theses, LOL :)
- The long plastic bins filled with ice did a satisfactory job of keeping cold foods cool again this year. We placed the foods that needed to stay cool in big plastic bowls or tin foil serving trays, then place those on top of the ice. Using bigger containers helped keep them from tipping over. The food was easily scooped onto peoples plates.
- Paul Chaplow, manager from Publix, was gracious enough to donate a large cheese platter again this year and I have already sent him a thank-you card. We used toothpicks to get the cheese from the platter to people's plates.

- The Fire Department (station at the 4-way) donated plenty of ice. We actually (with their permission, of course) took all the ice in their ice maker. We did not need to take that much. 2-3 large coolers full of ice will be plenty for next year.
- There are 2 large boxes (one dark green plastic and one cardboard) in the Hooker's storage unit that are clearly marked as supplies for the Wine Event. I have inventoried each box and the inventory list is taped to the sides and the tops. We had quite a bit of plates, napkins, etc. left over, so hopefully we won't need to purchase a lot of that kind of stuff for next years event.

Just want to send out a HUGE thanks to all who helped with cooking, food prep, lending their personal belongings (ie crockpots, kitchen supply, etc.) and servers. Because of everyone's help we were able to pull it off. You ladies rock!

Warmest Regards,

Barbara L. Southwood

Comments from BOARD Meeting 3/2/2020 – Taken by Joanne Correia

Beer and Wind Stamps caused confusion - Cindy

Wine Servers turned out well - Billy

Champaign and Sculpture were Not in the Room to pull traffic into CW Fudge

Note we should ask CW Fudge their comments – Joanne will do this