

Agenda - Matlacha Hookers Island Luau Event Committee – December 18th, 2023

EVENT DATE: Sunday, Feb. 25th 2024

EVENT TIME: 1:00-5:00

LOCATION: St James City Civic Center

COST: \$45.00 Prepaid Online

AGENDA for December 18th, 2023, Meeting @ 6:00PM – Salty Girl
by Sandy Kerr; Joanne Correia; Linda Bohacek

ATTENDEES: Linda Bessette, Linda Bohacek, Joyce Boyer, Nancy Carlson, Joanne Correia, Sherri Davis, Terri Dordon, Juli Gilson, Jeannie Glenn, Jeanelle Havlin, Sandy Kerr, Kelly LaMagna, Barbara Pelton, Donna Trusik, Carol Zaremba, Mary Gordon

COMMITTEE ASSIGNMENTS:

Secretary of Meetings: Mary Gordon

Treasurer: Deb Syring

*See “Lead” column below for additional assignments

No	Topic	Lead(s)	Discussion / Decisions
1	Budget	Sandy Kerr, Joanne Correia	\$6000.00. This does not include the increase in food. We hold back some budget every year in case we must unexpectedly shut the event down. Tickets were raised to \$45.00 this year, which gives us \$1500.00 more for food.
2	Advertising and Marketing	Julia Simpson, Sandy Kerr, Joann Correia, Tiffany Noel	Facebook is currently active regarding the luau. Other outlets are the newspapers (i.e., the Eagle and others), Eventful, social media. We are switching to Humanitix out of Australia this year rather than EventBrite. The company is happy to work with us. There will be no printed tickets this year. All will be online via Humanitix and there will be a service fee of \$3.05. Part of the service fee goes to children’s charities. It is thought that tickets can still be transferred via the QR code. It will also be possible to refund tickets. What happens if we run out of comp tickets, this will be determined as we go. Will put this on our Matlacha Hooker webpage as an event, not just as a post. Sandy, Joanne, and Tiffany are going to do the webpage and social media. We will add a reminder that this event sells out yearly, and that no outside coolers are allowed. Hookers can buy tickets if they want to eat/drink the event food/alcohol but are not required to if working the event. As there will be Staff Food.

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3	"Day Of" Brochure	Sandy Kerr, Tiffany Noel	The group would like to do this again. Tiffany will be checking out Fed Ex and others to try to get cost down.
4	Entryway Design	Sandy Kerr will mentor Donna Trusik	Palm trees, leis, etc. Any ideas are welcome. Donna would like to create tiki totem poles for the entry way.
5	Welcome Area	Barbara Pelton, Kelly LaMagna, Tracy Chapple, Juli Gibson	Leis, photo, wrist band, bag with wine glasses, ticket scanning, brochures. Dave Conner will provide 400 bags, Linda checking to see if those will be donated. 400 glasses are ordered.
6	Decorations <ul style="list-style-type: none"> • Tables • Area • Inside 	Linda Bessette (table decorations) Joyce Boyer (area decorations) Need interior decorators	Linda, Nancy, and Barbra are painting coconuts for table decorations. If anyone wants to paint can get together and paint at Linda's house. Contact Linda if you are interested @774-526-2197. Looking at 40 tables. For area decorations Joyce will get palm trees from Premier Growers, Shelby Bigler is the contact there. We still have the tiki gods in the storage unit that we can use inside. They are still intact.
7	Food: <ul style="list-style-type: none"> • Appetizers • Desserts • Servers Carol Zarembo will help	Sherry Davis, Sandy Kerr. Still looking for a caterer for food. Donna Trusik will look into appetizer/dessert donation's CW Fudge will advise after the holidays as to what he will offer.	We are planning to have the event catered. The menu will be Polynesian-inspired and catered. We can use someone who will be willing to go out and get platters. <ul style="list-style-type: none"> • Salty Girls are not available. • Andy and Randy Ross: She and her husband have a huge grill that they pull behind a truck. Their recommendations are chicken or pork tenderloin which they grill, slice and serve with sauce. Would include buns, two sides (baked or green beans and coleslaw), butter, take-out boxes Chicken 8.00 pp, Pork 7.00 pp, both 10.00 pp. • Mission BQ - \$4200 for 350 @15 pp. Served with two chefs. Would still have some Hooker help and we will provide plates, cutlery. Would choose sauce, bakery rolls, sides, but not very laua-ish. • Fine Swine-have not heard back yet. • Nevermind (through Kelly) came in with a \$15pp quote with an interesting and varied menu. Some soliciting will be started for appetizers, dessert, fruit, meat and cheese platters.
8	Chic Jewelry Boutique	Chris Buntin	Started Collecting Jewelry. No update.
9	Merchandise	Jill Filgut	No updates at this time.

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10	Mystery Wine	Darcy Conner and Joyce Boyer	Started Collecting Wine in Nov. at our meetings. Will also provide a tip jar for those who prefer not to purchase a bottle. Prefer the wine is a minimum of \$10.00. Darcy has the corks and labels. We also just got a box of donated corks. They have over 30 bottles so far. Joanne has asked the legion, they are putting some aside.
11	Outside Set-Up <ul style="list-style-type: none"> • Tents • Seating 	Joanne Correia	Joanne got a quote for 2 big tents 20x 40, 350 chairs and 20 8-foot tables @\$1300 from Best Party Deal. She had gone to five vendors total and Sandy had gone to one and this is the best price and suits our needs. Joanne shared the layout that she had prepared. This includes the two large tents the vendor and our own tests.
12	Outside Clean-Up	Joanne Correia	Will need Volunteers to Fog Spray the Day Prior and Ask SJCC to Landscape
13	Inside Set-Up and Clean-Up	All	This is done by the members in their respective areas.
14	Photos	Tiffany Noel	Tiffany will do it again for the 2024 event.
15	Silent Auction Basket Making 2/19 from 9-12 in SJC	Linda Bohacek	Marin Horgan is doing a mail merge of all donors. Linda provided the solicitation letter packet for committee members as well as a script for approaching the potential donor. She walked the group through the process. This is what members will take if they know someone who may be interested in donating for the auction. Linda would like to have the information regarding donors by 01/30/24. This provides time to get their business name on the banner. Linda has a clip board of all locations where solicitation has been done in the past for anyone who is interested in approaching potential donors. She is looking at going door to door in January. Linda has approached the following for donations: Publix, Sam's Club/Walmart, Tampa Bay Buccaneers, Miami Dolphins, Everglades Hockey (they already provided four tickets). Last year several Hookers made baskets on their own to donate, so that is another consideration. A follow-up letter is sent to businesses in mid-December as a reminder in case they want to commit prior to the end of the year for tax purposes.
16	SJCC Table	Joanne Correia	Will provide a table regarding SJCC membership.
17	Stage Music	Joanne Correia	Sandy has Polynesian Dancers of Southwest Florida lined up. Mark Duprey is the primary entertainment. Contracted stage will be in front of mural again, on side of building.

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18	Tickets: <ul style="list-style-type: none"> • Online Sales • Design 	Sandy Kerr and Sherri Davis Sandy Kerr and Sherri Davis Sandy Kerr	The decision is to increase the price to \$45.00 per ticket. All tickets will now be online, and no tickets at the door. We are using the new website Humanitix in place of Eventbrite for ticket sales. Question what happens if we run out of comp tickets and this will be determined as we go. We will have 350 tickets and seats! (50 of them for comps). There will not be physical tickets; we will only use QR codes and scanning. QR codes will also be on posters. At the bank or CW Fudge, there will be a workaround for those who can't use a QR code for some reason.
19	Wine, Beer and Rum Punch: <ul style="list-style-type: none"> • Liquor License • Purchasing • Set-Up • Ice • Staffing 	Cindy Walton and Terry Dordan will assist.	We have decided we will get a liquor license to sell cans and/or taps beer and glasses of wine after tasting tickets are used up and not just have this considered a tasting. Could also consider having rum punch available for purchase in the glass. Sherri and Kelly are working on both the liquor license and the rum source. This is something that attendees have asked for. The event is now considered a luau and not just a tasting anymore, so we would like to have more latitude around what we can offer. We will try this for a year and see how it goes. Joanne has called a Mobil Bar.
22	50/50 Table	Jeannie Glenn, Lorie Tidwell, Kelly LaMagna	Luau Booze Wagon and sell tickets also with the 50/50.
21	Meeting Locations	Joanne Correia	Salty Girls Deli is our location until February. Next meeting is Monday the 18 th of December. At the general meeting on 12/11 we will ask for additional help in areas, particularly food and wine servers.

Respectfully Submitted By,

Mary Gordon, Joanne Correia, Sandy Kerr, and Linda Bohacek