

March 8, 2018 – Hooker’s Wine Fest Wrap-Up Meeting

Chairpersons: Julia Simpson, Darlene Widirstky, Jean Dickason

The 2018 Wine Event Wrap-Up meeting was held on March 8, 2018 at the Island Grill. Members present were Bonnie Kellen, Dee Hanks, Paulette Crippen, Julia Simpson, Barbara Southwood, Mo Steinman, Sharon Webster, Darlene Widirstky, Pink Wesorick, Sandy Kerr, Jean Dickason, Billie Young and Joanne Correia.

Our 2018 Wine Event was held on Feb. 18, 2018 at the Alden Pines Country Club. With no exceptions, all present at this meeting gave this event rave reviews! A good time was had by all!

That being said, we spent time to review all the committees and their areas.....

Registration: Susan Shuman & Sam Yaffey. This area needs more signage, directing patrons to the entrance area, etc. There were many patrons, maybe 30 or more, who couldn’t seem to see the entrance area, and instead, tried to enter over on the side through the antique cars. The entry area could use a few chairs for patrons to sit on, waiting for the opening time. People line up early, so that they can get a table, and often are standing in the sunshine for 20 minutes or more. A suggestion for next year is make the entry time more explicit on the tickets – no entry before 2pm, or some other wording.

The other major suggestion came from Sam Yaffey. Her comments were sent to all committee members via email. Her main complaint/suggestions is that this area needs to be “tighter”, that there should be a list of who is to get free tickets, not just by word of mouth.

Sam’s email: “If we admit anyone without a ticket, that we have a signed statement by a Board Member authorizing it. When you’re working the front desk and someone comes up and says to let so & so in, cause of whatever reason, it’s confusing if you’re responsible for collecting the money, and you have to stop and write down who said to let in who and why. And this is often happening when you have other people standing in line with paid tickets observing or waiting for us to let them in. Plus from a money accounting standpoint, we need to have an audit trail.” Another suggestion on the free tickets: Try to have these tickets given to the recipients ahead of time, instead of desk pick-up.

Set-Up: Jean D. Jean was most appreciative of all the gals who came to help with the set-up. She was especially appreciative of the two husbands who came to help out. Jean has one major suggestion for next year: have a generator back-up, especially if the same quantities or more of hot food is served, as 16 outlets were too many for the clubhouse to handle. We all thought the wine area was organized well, with the 2 8 foot tables set up near to each other.

Tickets and Posters: Julia. Julia would like to start earlier on next year’s event, having the first meeting in September. The date for next year would be Sunday, Feb. 17th, 2019.

PR: Sandy K, Julia and Darlene. Overall, everyone thought the PR was good and extensive, using EventFull, EventBrite, Facebook, the Pine Island Eagle, and a bank billboard. Sandy is

hoping more tickets will be sold on EventBrite next year, as people become more accustomed to using social media for booking and linking to other sites. Sandy mentioned the sponsors, and how they were honored on a poster. Next year, she would like to have them mentioned on the website and other social media we use.

Ticket Sales: Dee H. Of the 250 tickets printed, approximately 170 tickets were sold, and 17 were given away. As mentioned above, the 2pm start time should be highlighted on next year's tickets, to hopefully avoid so many patrons coming early and having to stand in a long line in the sun. Also, as mentioned under registration, there should be an actual typed list of people receiving a free ticket, and not just by word-of-mouth. See notes under Registration.

Painted Glasses: Billie Y. Billie mentioned that she bought 9 cases of glasses, with 21 glasses to each case. Although the glasses were lovely, and loved by everyone, Billie noted that some of the paint came off during the event. Although there were few problems with patrons slowing down the line to pick out their individual glasses, there was still some slowdown in the line. Without paper wrapping all the glasses, we may not be able to totally solve this, and we really don't want to wrap them in paper, as then there would be all kinds of waste, and even more items for the patrons to handle. W suggested that we go back to the entry lay-out of 2017, with patrons having to "snake" from the registration table to the glass table, and then to the Mystery wine table, as there was less back-up in the curvy line, then this year in a straight line.

Art work: Mel Meo's artwork sold for \$279.00. After the initial walk-through the building of all the patrons, the suggestion was to move the artwork outside. Many of the patrons do not come back inside the building, and may pay more attention to the art if it was brought outside for a second look.

Ice Sculpture: Awesome! But need more champagne! All was gone in the first 22 minutes, and many patrons did not get to be involved in the champagne toast.

Desserts Table: As usual, CW Fudge did a most incredible job with their fudge and chocolates dessert table! The only request was for more signage.

Procurement, Wine Sponsors and Donors: Pink. Julia. The suggestion was made that the procurement of basket items should begin much earlier in the fall, so as not to compete with other organizations seeking donations for this very busy time of the year. Now that we know we will need wine sponsors, the suggestion was made to ask for them earlier, and to give more Hooker members an opportunity to be a sponsor.

Mystery Wine: Mo S. The committee would like to keep the price of the corks at \$5. They are hoping to solicit for the wine earlier, so that they can reach a total of 200 bottles of wine.

Wines for Tasting: Julia. Delicious choices! Julia praised the manager of the store for helping in the selection of all the wines. 12 cases of wines were purchased. There are some bottles

leftover, and will be used for baskets at future events. She will ask for wine sponsors again for next year. Wine serving went well, but to be sure, Billie will ask the servers for suggestions.

Food: Overall, members and guests were pleased with the food choices, but the main suggestion was for more food! Suggestions were made to possibly increase the budget so that there is more quantity of food available, and also more finger food. The suggestion was made to go back to last year's food distribution, use the "runners" again, (have them take the food around), vs. having a long table set up in one area, and maybe also use food stations – try to use a system to avoid the long lines that were a problem this year.

Baskets: Julia and others. We all loved the themed lists of the basket ingredients. There were 31 baskets, which sold for \$3,889, with several baskets still not paid for or claimed. Julia would like to have more baskets next year, and more basket makers. She mentioned that we did not have enough big ticket items and should start soliciting earlier next year. A suggestion was made to not only list the basket ingredients, but also note the estimated dollar amount in the framed listing. We should remember to include both high and low priced baskets, so that all the guests can participate in the bidding. Suggestion for next year: Consider doing a "Buy Now and Take" price on all baskets – many reasons to consider this for next year. More discussion required for next year. Julia liked using Merchant Services for basket payment.

Music: Everyone loved Tommy Barr and the music he provided! He has offered to donate his time and music again for next year! Yeah!

Photographer: The photographer was missed, and one will be sought for next year. There was a selfie station set up for guests, with props, some of which were taken by one of the guests.

Décor: Darlene and Team. Everyone loved the flowers, the posters, the beads, and all the décor. Ruby made the outfits for CW Fudge. Compliments to Sandy P's boots!

Take-down: Jean D. Take-down was much quicker than set-up. Jean felt she had enough workers this year, and all went well.

Wine Event 2019 Theme Ideas: Country Western, Wine Around the World, A day at the Beach, California Dreamin', Beach Blanket Bingo, French Soiree, Roman Toga Party, Key West, Cuban, The Fifties, Hollywood Movie Theme, Gypsy, USO – the Forties, Swing, etc.

Respectively submitted,
Bonnie Kellen
Wine Event Secretary