

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

**EVENT DATE:** Sunday, Feb. 25<sup>th</sup> 2024

**EVENT TIME:** 1:00-5:00

**LOCATION:** St James City Civic Center

**COST:** \$45.00 Prepaid Online

AGENDA for December 18<sup>th</sup>, 2023, Meeting @ 6:00PM – Salty Girls  
by Sandy Kerr; Joanne Correia; Linda Bohacek

ATTENDEES: Linda Bessette, Linda Bohacek, Chris Buntin, Darcy Conner, Joanne Correia, Sherri Davis, Terri Dordon, Jill Filgut, Juli Gilson, Jeannie Glenn, Sandy Kerr, Lisa Perry, Carolyn Ryzanych, Lorie Tidwell, Donna Trusik, Anna Van Kirk, 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. Joanne is waiting for detailed list from Deb with a breakdown but she is out of the country now.
2	Advertising and Marketing	Julia Simpson, Sandy Kerr, Joann Correia, Tiffany Noel, Sherri Davis	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. For sponsorships Sherri said that occasionally there can be a slight price difference based on the credit card used. Can still use checks and cash for sponsorships and Linda will collect the money and give it to Sherri and she will enter it into the list. Sponsorship tickets can also be ordered online. If anyone has questions for Sherri she can be reached at 816-200-4100, email sdavis2131@gmail.com. Sherri will create a form to help keep track of the sponsorship process.

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

			<p>The Luau is included 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 available.</p> <p>Sandy will have posters printed. Linda would like 50 large and 100 half sheets. Press release is going out the first week of January and a second the second week of February. Web page information has been sent to Julia from Sandy and it has been put out there. Sherri suggested that we also put the Luau information on “Next Door” for additional exposure.</p>
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	<p>Palm trees, leis, etc. Any ideas are welcome. Lisa Perry donated a paddle board that Donna is planning on decorating.</p> <p>Donna would like to create tiki totem poles and a surf board for the entry way. She is working on ideas and would like to get this project done in January. She will stage things in her garage and if interested in helping with ideas and painting, etc. can contact her @ 314-560-5704 or <a href="mailto:Dcray25@gmail.com">Dcray25@gmail.com</a>. She will email you her ideas for feedback. Joyce Boyer can also be contacted for additional ideas.</p>
5	<p>Welcome Area</p> <ol style="list-style-type: none"> <li>1. Scan</li> <li>2. Wrist Band</li> <li>3. Leis</li> <li>4. Goody Bag</li> </ol>	Barbara Pelton, Kelly LaMagna, Tracy Chapple, Juli Gibson	<p>Leis, photo, wrist band, bag with wine glasses, ticket scanning, brochures. Thought is to scan for ticket and the provide wrist band. Following this will get leid, get wine glass with bag, that also includes six tickets and brochure and photo taken. We will not have the flower hair pieces this year. Dave Conner will provide 350 bags, Linda checking to see if those will be donated. 350 glasses are ordered. Sandy got 600 leis for \$49.00 so we should have enough for two years.</p> <p>Wrist bands not ordered yet as taking inventory of bands currently in storage.</p> <p>We will have two tables in this area and not include the bar here. This should improve the flow.</p>
6	<p>Decorations</p> <ul style="list-style-type: none"> <li>• Tables</li> <li>• Area</li> <li>• Inside</li> </ul>	<p>Linda Bessette (table decorations)</p> <p>Joyce Boyer (area decorations)</p>	<p>Sandy and Carol Johnson are working on general inside decorations.</p> <p>Linda, Nancy, Joyce, Sandy and Barbra are painting coconuts for table decorations. If anyone wants to paint can get together at Linda’s house, January 5<sup>th</sup> from 12:00-4:00. Contact Linda if you are interested @774-526-2197. Looking at 40 tables.</p>

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

		Need interior decorators	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	<b>Food:</b> <ul style="list-style-type: none"> <li>Appetizers</li> <li>Desserts</li> <li>Servers</li> </ul> Carol Zaremba will help	Sherry Davis, Sandy Kerr, Joanne, decided on 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.	The menu will be We can use someone who Barbequed Chicken with a Pineapple sauce.  <b>Primary Meal:</b> <ul style="list-style-type: none"> <li>Andy and Randy Ross are the people selected to cook the food. 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 Hawaiian coleslaw), butter, take -out boxes, and utensils. Chicken 8.00 pp, Pork 7.00 pp, both 10.00 pp. They will also have four people available for assistance with serving.</li> </ul> Soliciting for appetizers, fruit, nuts, meat and cheese platters has started. <ul style="list-style-type: none"> <li>CW Fudge is planning to participate with some sort of confections. Sandy is working with them. They will know more after the holidays.</li> <li>Sandy is looking at Jason's Deli for fruit cups and cookies.</li> <li>Possible nut cups as well. We will ultimately have a cup stuffing party. Anna Van Kirk has a large quantity of various nuts she will donate.</li> <li>We have a large quantity of small cups in storage.</li> </ul>
8	Chic Jewelry Boutique	Chris Buntin	Started Collecting Jewelry. Chris reported they will set the display up similar to last year with three tables. Sandy has some black tablecloths. Chris will set up a party where the jewelry will be cleaned and priced.
9	Merchandise	Jill Filgut	The 350 glasses are ordered and will be here this week. There are tables available for merchandise.
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 45 bottles so far. Joanne asked the Legion and they provided seven. Darcy will check on Publix and Winn Dixie after the New Year to see if there are any excess. The reminder in the Herald for wine bottle donations has been changed to look more luauish.
11	<b>Outside Set-Up</b> <ul style="list-style-type: none"> <li>Tents</li> <li>Seating</li> </ul>	Joanne Correia	Best Party Deal is the vendor chosen. Joanne got a quote for 2 big tents 20x 40, 350 chairs and 20 8-foot tables @\$1300 from Best Party Deal. Best Party Deal will be there on Saturday to help set-up. Joanne is also considering using Umbrella Mania as they

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

			<p>have many umbrellas of color that can be used to augment the set-up to look more festive. She had previously gone to five vendors total and Sandy had gone to one and this is the best price and suits our needs.</p> <p>Joanne shared the layout that she had prepared. This includes the two large tents the vendor and our own tents.</p>
12	Outside Clean-Up	Joanne Correia	<p>Will need Volunteers to Fog Spray the Day Prior and Ask SJCC to landscape. Suggestion to have Cindy or her replacement ask the Garden Club to come out the day before to spruce up the area.</p>
13	Inside Set-Up and Clean-Up	All	<p>This is done by the members in their respective areas.</p>
14	Photos	Tiffany Noel	<p>Tiffany will do it again for the 2024 event.</p>
15	<p>Silent Auction</p> <p>Basket Making 2/19 from 9-12 in SJC</p> <p>Soliciting: 1/9-1/30</p>	Linda Bohacek	<p>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 donors. 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. Most recent Silent Auction update is provided below:</p> <p><b>Sponsors so far</b></p> <ul style="list-style-type: none"> <li>• ORCHID \$500: Artesian Pool Construction \$500, Publix- still waiting for response, Sams Club/Walmart – still waiting for response</li> <li>• HIBISCUS \$250: Marian Horgan - \$250, Bo and Linda Bohacek - \$250, Sherri Davis - \$250, Yogaz – Barb Pelton, Pine Island Pools, Joyce and Tom Boyer, Cruise Planners, Barkley Pet Services- Mobile Grooming, Ted Bluey</li> <li>• PLUMERIA \$100: Pine Island Tax Accounting Co. - \$100</li> <li>• Bear's Den - \$1000.00</li> </ul> <p><b>Silent Auction Items</b></p> <ul style="list-style-type: none"> <li>• Uniscapes Landscaping and Design – Live Tree \$100, Island Bike Works – Electric Bike -\$1500, Kelly LaMagna – Resin crafts, Sandy Kerr – chair from Waterfront, Linda and Bo Bohacek- 5 Hole Bean Bag board set - \$225, Miami Dolphin Terron Armstead Jersey \$80, Tampa Bay Buccaneers – still waiting approval</li> </ul> <p><b>Baskets</b></p> <ul style="list-style-type: none"> <li>• Calusa Bug Spray Products- \$100 Deb Memoli, Barkley Pet Service -Juli Gibson - basket with gift certificate, Terri Dordon -?, Bert's Gallery – Monica Kochel,</li> </ul>

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

			<p>Anita Jannotti – not sure yet, Beauty and Health – Isabel Francis, Our Ladies of Miraculous Medal Church – Carol Johnson – not sure yet</p> <p><b>Gift certificates</b></p> <ul style="list-style-type: none"> <li>• Bone Fish Grill - \$50 Ellen Zane, Salon Alvarez - \$100</li> </ul> <p><b>Framed</b></p> <ul style="list-style-type: none"> <li>• Florida Everblades – 4 tickets - \$156, Broadway Palms – two tickets - \$190, Key West Express – Round trip ticket for 1 - \$160</li> </ul> <p><b>Art Work</b></p> <ul style="list-style-type: none"> <li>• Jill Caldwell – featured artist – Painting, Beba Contreres – Painting, Juli Gibson – Artwork, Jamie Muller – Art work</li> </ul> <p><b>Solicitations:</b> To date, Linda, Carolyn, Christy, Kelly, and Joyce Boyer have volunteered. Kelly is specifically canvassing South Cape Coral on 47<sup>th</sup> street. More volunteers needed!</p> <p>Letters went out to 270 individuals and businesses that have supported us in the past, 34 new ones this year. We had about 15 returned and working to correct addresses that were returned even though some were the correct address. Huge thanks to Marian Horgan and her expertise with excel programs. A second notice about the event and request for donations will be going out via email <a href="mailto:matlachahookers@matlachahookers.org">matlachahookers@matlachahookers.org</a>. Carolyn and Marian are working on getting this email out before the end of the year to catch those businesses who wish to donate before January 1<sup>st</sup>. From experience we know not all businesses respond to letters and emails, so next step is door to door campaign. Canvassing will start January 8<sup>th</sup>- January 30<sup>th</sup>. After that date additional donors will not be listed in the program. This gives Tiffany ample time to complete the event program, as well as helping Sandy get banners made. Date for canvassing meeting to distribute packets of materials is TBD.</p> <p><b>Basket Making:</b> Monday February 19<sup>th</sup> Home of Beth Nelson 3343 Manatee Drive in SJC. At this point there are five people signed up and more volunteers are needed.</p> <p><b>Silent Auction Set-Up:</b> Bringing baskets from Beth's to SJCCA and setting them on tables for display. Only two people have signed up thus far and more volunteers are needed.</p> <p><b>Silent Auction Day Monitoring Tables:</b> Two people have signed up for the 3-5 shift and need two people for the 1-3 shift.</p>
--	--	--	--

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

			Will meet on Monday January 8th, at the PI Legion at 4:30 for those interested in helping and Linda will provide an orientation.
16	SJCC Table	Joanne Correia	Will provide a table regarding SJCC membership. We may consider having a Beacon table as well.
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.
18	Tickets: <ul style="list-style-type: none"> <li>• Online Sales</li> <li>• Design</li> </ul>	Sandy Kerr and Sherri Davis Sandy Kerr and Sherri Davis  Sandy Kerr	<p>The decision was 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. Ticket sales have begun. 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 form they can fill out for those who can't use a QR code.</p> <p>As of 12/22 we sold:</p> <p>1 – Orchid sponsorship - 4 tickets          6 – Hibiscus sponsors - 12 tickets          60 Standard Tickets          Total 76 - \$4700</p>
19	Wine, Beer and Rum Punch: <ul style="list-style-type: none"> <li>• Liquor License</li> <li>• Purchasing</li> <li>• Set-Up</li> <li>• Ice</li> <li>• Staffing</li> </ul>	Cindy Walton and Terry Dordan will assist.	<p>We have decided we will get a one day 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 by the glass. Sherri and Kelly are working on both the liquor license and the rum source. They have applied for the license and should know shortly. 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.</p> <p><b>Update:</b> Sherri met with Joanna Lardo (owns Wicked Dolphin and funds the Cape Coral animal shelter) and they could provide liquor for the price of \$500.00 in alcohol costs and she could provide the recipes for drinks like shooters, etc. These would be \$6.00-\$8.00 per drink. For future events we could also consider holding something at the Wicked Dolphin as they have the capacity for over 600 people for an event. Joanna has met her quota for donations this year, so maybe next year.</p> <p>Western Spirits has contacted Sherri as well. Joanne had called a Mobil Bar which may be Western Spirits. She will check and this can also be considered. Apparently, they are a distributorship for Bokeelia Rum which is located in Kentucky.</p>

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

			<p>Christian from Mr. Tom's Spirits ( we used for two years now) will provide free rum and we can also sell cups of rum punch and he will provide the spirits free. We will provide the punch. We can collect the money (i.e. \$5.00 per drink) in total via this route. With the liquor license we can also sell bottles of spirits. This sounds like the better deal.</p> <p>The group (Cindy, Terry and Joyce) will determine where to purchase the wine in the near future. Has been Total Wine in the past.</p> <p>Decision regarding using one of these businesses or all of them or some combination is yet to be determined and will also be based on the liquor license approval or denial. This will be known within the next couple of weeks. There was much discussion around the legalities of getting the license and providing the additional alcohol. To be continued after we find out about the license.</p>
22	50/50 Table	Jeannie Glenn, Lorie Tidwell, Kelly LaMagna	Will have the "Luau Booze Wagon" and sell tickets also with the 50/50 as done in the past. Wagon by Lorie. Wagon will also be raffled, likely for \$5.00 a ticket. Whatever the decision is will be included in the program. Possibly also sell 50/50 and raffles at the Welcome Line in addition to walking around.
21	Meeting Locations	Joanne Correia	Salty Girls Deli is our location until February. Next meeting is Monday the 22nd of January at 6:00. The last Luau meeting will be February 19 <sup>th</sup> at a yet to be determined location, possibly the civic center.

Respectfully Submitted By,

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