

## **Hooker's 9<sup>th</sup> annual Wine Event '21 - Planning Meeting – December 10, 2020**

In-person Meeting held at Froggy's Restaurant

Attendees: Joanne Correia, Jeannie Glenn, Shirley Noble, Joyce Boyer, Linda Bohacek, Julie Stein, Sandy Kerr, and Nancy Burthman (Beacon of Hope)

**Next Meeting:** Thursday, January 21<sup>th</sup> – 6pm on Froggie's Front Porch and Conference Call

Wine Committee January 21 2021

Thu, Jan 21, 2021 6:00 PM - 9:00 PM (EST)

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/907400253>

You can also dial in using your phone.

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United States: +1 (669) 224-3412

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Access Code: 907-400-253

**Event Date/Details:** Sunday, February 28, 2021, 1 – 4pm, at the Saint James City Civic Center, 3300 4<sup>th</sup> Avenue, SJC, 33956

**Theme:** Island Luau

**Wine Event Chairs and Committees:** Purple means we need help in those areas

Event Chair: Joanne Correia Co—Chair: Joyce Boyer (Bo)

Marketing/PR: Joanne C and Sandy K

Ticket Sales: Jeannie G Ticket Design: Sandy Kerr

Food: Needs Team Mgt and more people Servers – Genie,

Wine/Beer: Joyce Bieber (Bb)

Secretary: Bonnie K

Welcome Area: Bonnie, Pink W, Jeannie G (may need 1 or 2 more volunteers)

Mystery Wine: Mo, Sharon W, and Eleanor D

Silent Auction: Linda Bo and Diana W – Needs help with Solicitation

Decorations: Sandy, Shirley N

Wine Glasses: Joyce Bo, Linda Bo and others

Photos: Lucinda Good

Set Up: Sandy Kerr, Beth Nelson, Shirley Nobel Joanne Correia and team

Take Down: Sandy Kerr, Joanne Correia and team – - Island Sound Band will help.

### **Discussions:**

**Event Options:** As the event planning moves forward, we discussed the options for holding the event, i.e. 1. Continue as planned, with most of the event to be held indoors, food and wines served in the accustomed manner, etc.; 2. Event is held both inside and outside, to maintain social distancing, with food and wine being

served so participants do not have to move around and mingle, etc.; 3. Hold a total drive-up event; and 4. Cancel the event, with patrons either making a donation with the ticket money or requesting a refund. Discussions will continue as the Covid-19 situation changes and evolves.

**Event Layout:** Joanne will measure the rooms at the SJCCC that are available for our use, so that we can determine the best lay-out for our event once we know what kind of event we are going to have. She checked with SJCC for a layout and there no such thing She talked to Denny D and he will be there donating his time and helping us with the Kitchen issues. We may have to rent several canopies and tents.

Action Item – Sandy and Joanne to check out the decorations available from the Legion for us to borrow

**Marketing:** Solicitation Letters - Sent out to local merchants, restaurants, and other professional businesses, requesting items for baskets, gift certificates, and wine sponsors. The solicitation letters included a flyer about the event, Beacon of Hope insert, Hooker’s tri-fold, and copy of a flyer which can be posted. We Had 50% of the 10 Wine Sponsors sold from the mailing and others are coming in. The professional business are really coming through for us for Wine Sponsors which is new for us this year. Linda B. recently sent out 25 more letters to professionals she took from Eagle ads. Sandy will post the event on “EVENTFUL”.

Action Item: Linda Bo and others will follow up with necessary phone calls in early January. Continue to keep track of what is coming in for the letters that were sent.

Posters, Flyers, Ad and Press Release: Two hundred posters and flyers are printed, and many are being posted. “Save the Date” flyers are also available. Facebook Posts with Event Info was posted to the major Island Sites. Press Release was written and submitted to the Eagle. Editor said right after Christmas. Ads are \$210 each, will be on hold until we decide what we are doing. Sandy will revise the large banner from last year to reflect the date and location. This will hang at the “4 way” stop in Pine Island.

Action Item: Continue marketing push for next couple of weeks. Refresh Facebook every 2 weeks. Watch and make sure press release gets published.

**Tickets:** Jeannie G. Jeannie has 250 tickets for distribution and sale. She will bring them to the November Hooker’s General Meeting. Members can take tickets to sell, in groups of 10. Tickets are for sale at the Chamber of Commerce, Beacon of Hope, CW Fudge the Centennial Bank (SJC).

**Mystery Wines:** Mo S, Eleanor D and Jeannie G. Doing very well on collection

Action Item: We will continue to ask for wine bottle donations, hoping to accumulate at least 200 bottles from the General meetings and the hooker heralds.

**Glasses:** Joyce Bo. The 300 wine tumblers have arrived. A selection of them will be offered for sale through the Merchandise area at the Hooker’s meeting. 200 have been set aside for our event.

Action Item: If the merchandise can sell through and needs more – they can take from our stock if we can get replenished before the event. Need to check what do we do if we sell more than 200 tickets since we have 250 printed?

**Wine/Beer/Hawaiian Punch:** Joyce Bb. We do not need a special liquor license, as we are covered with the Hooker’s general event insurance policy.

Action Item: research giving out Open Container in Drive Up Event – Joanne. Joyce Bb. needs to contact distributors re: rum for a punch.

**Silent Auction:** Linda Bo. All donations for baskets should be turned in no later than January 30<sup>th</sup>. Basket making will take place on Monday Feb. 22<sup>nd</sup>, location to be determined. Sandy has purchased 100 yds. of hibiscus design ribbon for basket bows. Joyce Bo has volunteered to make the bows. Linda Bo will make posters to explain the bidding and how to pay. Ginny Neff will be available to collect credit card payments. Nancy Buthman, from the Beacon of Hope, is looking for and saving baskets and basket items for the event. Basket makers will be needed. Day of Event basket area workers will be needed. We need EVERYONE to solicit for donations of all kinds. We will limit the baskets to 25 this year. Last day for collection is Jan 31<sup>st</sup> Linda B. requested 6 tables for event day.

Action Item: Need to contact DJ about sort for the Wine Event after the Jan 9<sup>th</sup> Sort for the Bag N Tag, Check with Matlacha Secretary to make sure we are getting the mail from the PO Box

**50/50 Raffle:** Joyce Bo and husband Tom will sell 50/50 tickets at the event. We decided on the price of 1 ticket for \$5 or 3 tickets for \$10.

Action Item: Make sure we have the roll to sell at the event. She will need a bank from the treasurer.

**Décor/Event Theme:** Sandy K, Beth Nelson, Shirley Noble and Team.

Wine Bottle Décor: Bonnie will make the little leis for the Hula girl table centerpieces. Shirley N has already made some bottle leis and raffia skirts. Other décor selections are in process, including leis for the patrons and the workers, table skirts, table clothes, etc. Joanne and Sandy will check with the Legion for additional décor to borrow.

**Set-Up/Take-Down:** Volunteers will be needed both for Set-Up and Take-Down. I would be good to get different volunteers, other than the committee members, for the Take-Down.

**Food:** We need a food manager! All of us should look for appropriate Hawaiian recipes.

Action Item: Plan for Single Serve Food and what we can make with other hookers next meeting

**Music and Entertainment:** Pine Island Sound is hired for our band.

**Wine Event Sponsors:** We need 10 wine sponsors and need their names by Feb. 14<sup>th</sup>, so that we have the necessary time to have a large banner listing sponsor names printed in time for the event. Linda B. will track the sponsor names.

Action Item: Continue to keep track of what is coming in for the letters that were sent.

**Other Discussion:** We discussed who pays for tickets and who does not pay, as this has been an issue in past events, etc. It is desirable that all workers and committee members should buy a ticket if they want to eat and drink and can afford it. If there is a monetary issue keeping you from volunteering, please call Joanne @ 603-494-0780. It is also recommended that volunteers working the event cannot drink liquor until the event is over.

We need to set a date in January to go thru items at DJ's to determine what we have and need for basket making.

Action Item: List of Workers/Volunteers: Need to start a list of the people working each area of the event and sign up sheets for the Meeting on Monday December 14<sup>th</sup>

NOTES: 1/30 + 1/31 is the Clam Jam event at Sun Splash Park in Cape Coral. We need volunteers to sell tickets there.

??? for SJCCC – Can we do any setting up on Sat. 2/27 the day before our event? Joanne will check with SJCC

Respectively submitted,  
Joanne Correia  
Event Co Chairperson