

HolidayPalooza 2023 Planning Committee Meeting - 6/30/23

Attending members: Janice, Susan, Michele, Laura and Peg

Overall, last year's HolidayPalooza was a success and our goal is to build on what worked and expand / tweak what can be improved.

Schedule:

HolidayPalooza has been scheduled at the Knights of Columbus:

Friday, December 1st: 3-5pm - set up

Saturday, December 2nd: 9am - 5pm

9am - 11am - set up 11am - 4pm - HolidayPalooza 4pm - 5pm - clean up

Laura has updated the HolidayPalooza logo to reflect these hours/date

Vendors:

Janice has a list of 10 vendors from last year and 3 new vendors to contact with a save-the-date. She also has 10 vendors as backup.

Janice has sent out "save the date" emails to 13 vendors (10 from last year plus the 3 new).

Hall Layout:

We want to better organize the space. In general, the vendors will be located along the walls only and our audience and round tables located in the center of the hall. This should open up the hall, making it more visible for our guests.

On Wednesday, July 19th, Janice is going to the hall to measure the space. Michele and her husband, Scott, may be able to go as well. We want to establish two vendor space sizes, small and large. Then we want to determine how many of each vendor space we can accommodate.

Janice and Michele will be meeting to measure this Wednesday.

The risers will be in the same location but may be pulled forward to give more room for the audio equipment behind and not block the stairs. Laura and Janice will examine this space in the near future.

Janice and Laura did look at the riser space and determined that pulling the risers forward will work. This will be taken into account during our measuring session.

Activities:

This year we are looking for activity ideas - both adult and kids ones for which we can charge fees. Some ideas we considered:

Gingerbread house decorating, cookie decorating, ornament decorating, snowman craft

Janice will contact two of last year's vendors who sold floral decorations to see if either are interested in holding an arrangement class.

Peg is looking into the snowman craft. Janice still has to contact the vendors.

We considered having a costume table. Susan will send out an email to ask chorus members to search their closets for old costume pieces that can be sold. If there is enough inventory and there's no concern for conflict with the vendors, we could advertise within the SAI community

Janice just sent an email to Susan to send out to the chorus.

We have decided not to do basket raffles this year. First, we can save the table space for vendors and second, chorus members may be asked to provide craft materials instead.

We will have a 50/50

Sponsorships:

We want to expand our sponsor opportunities especially for smaller amounts.

In addition to last year's options, we are considering a \$50 rate for which the sponsor's business card would be displayed on a board at HolidayPalooza.

We discussed looking into corporate sponsoring reusable bags (BSC logo on one side - the sponsors on the back) which could be handed out free or sold for a nominal fee. It may be cost prohibitive..

We also want to expand options for our friends and family. We considered a digital version of the critter chorus and future barbershoppers. Janice will ask the chorus to assess interest.

Janice needs to poll the chorus.