

## Shrimporee 38 Planning Meeting Notes

The first Shrimporee planning meeting was held at the JSC FCU on Tuesday July 12, 2011 from 5:30 pm to 6:30 pm. Those present were: President Dennard, Sheryl Berg, Billy Smith, Bill Lowes, Bill Taylor, Darryl Smith, Kippy Caraway, Greg Smith, Jerry Smith, Scott Rainey, John Branch, Alan Wylie, John Swartwout, Sherry Bogus with Chair Musial presiding.

The committee was told that Mike Brown's executive assistant's father had died. Her name is Jenifer Higgs.

President Dennard stated that the beneficiaries were in general the same as last year and that Cross Roads at Park Place, Inc. (<http://www.crossroadsatparkplace.org>) was the major beneficiary.

There was a general discussion about publicity including selling meal and raffle tickets to adjoining Rotary clubs, to other clubs and businesses in the area, and the Interact Club selling meal tickets. Kippy stated that she was looking at several options for advertising such as local TV calendars, Bay Area Houston Magazine (on Cover), and the The Citizen. Sheryl is to visit with Commissioner Morman's office about a donation.

It was suggested that Alice Ellis be considered for membership in the Club.

The general information and action items were reviewed. These will be updated as well as the committee assignment listing and attached to the notes. Chair Musial confirmed that John Swartwout will be in charge of beer sales and equipment set up. John Branch to provide information. Also Darryl Smith is being considered for work other than in baked bean and red sauce preparation.

John Branch gave an update on teams. The meal tickets are to be given out beginning in August. A Shrimporee dedicated table will be set up at the entrance to the Club meeting room to handle Shrimporee business like paying for meal and raffle tickets and committee assignment listing. A Credit Card machine will be available there at each Club meeting. There was a general discussion about teams with Greg stating that the team concept was good and benefitted the silent auction. He is requesting \$75 from each member for baskets which will be valued for auctioning between \$75 and \$150. He said that a good \$75 basket is preferred but will take cash and have the basket ingredients bought.

Scott has already received \$10,000 in sponsorship commitments. He asked that everyone solicit sponsors. He will call all the previous sponsors for their consideration. He does not see the value in the teams being involved with the sponsorships as teams, but rather as individuals.

Chair Musial and others emphasized the success of the teams was good leaders. Preliminary evaluation of the Club membership indicated about 18 teams at the most. The amount of teams may be reduced consistent with the availability of good team leaders.

There was a discussion about how to recognize sponsors for in-kind donations. Scott said the committee should put value on the donation and the recognition would then follow according to sponsor guidelines. For donations less than \$1,000, recognition consists of meal tickets only.

Kippy asked to review the VIP invitations before they went out.

Jerry Smith stated that this was his last year for acquiring live auction items. He started back in 1981. He starts the purchasing of the items soon after the current Shrimporee and continues until the next one. Over the course of the year he slowly fills up his home with auction items. He uses coupons as much as he can and a little general persuasion to get the best price possible. THANK YOU JERRY!!! He asked for two persons to assist now and to take over next year. Sherry Bogus may be a candidate for helping Jerry.

Alan Wylie handed a listing of the live auction items from last Shrimporee which consisted of the description of the item, retail value, winning bid and the source. In general the amount of profit is 100%. Alan??? will call the previous donors to see if they will donate again. If others are involved, then a system needs to be established so not to duplicate calling the donors.

Chair Musial thanked everyone for coming and their commitment over the years to the Shrimporees and adjourned the meeting.