Fortuna Christmas Music Festival Committee Meeting

September 5, 2019

Hot Brew 7:00 a.m.

Attendance: Michael McClimon, chairman; Sharon Holt, secretary; Toni Wilson, Dianna Rios,

Absent: David Johnson, Joanna Miranda, Erma Silva.

1. Call to order: Michael 7:13 a.m.
2. Approval of January 17, 2019 Minutes: Approved by consent.
3. Treasurers Report: as of September 5, 2019, Balance: $1,481.27

Printed: 400 programs; 300 posters; and 2 Banners

1. Chair report:

Meeting dates:

 11/7/19 11/21/19 12/5/19 1/16/20

Discussed lighting for Choir risers for the final groups. Michael will look at options and report.

Sharon reported that the MC save the date correspondence are ready to be sent.

Fundraising: discussed adding more donors and giving more donation at the end of season. Mike will send out donor letters and will report.

Discussed the line-up of groups. All Seasons Orchestra has indicated a desire for more time. Discussed the time increments and agreed by consent to keep with the 20 minute time allotment. Discussion ensued as to the rest of the lineup, as well as potential for more time/2 slots for FUHS. Moving ASO to end would inherently give them additional 10 minutes. Sharon, as Scotia Band manager, indicated the SB is agreeable to any time slot the committee wishes to allot.

Question was raised as to the allocation of the monies collected for concessions. Agreed by consent that the concessioners be for school benefit only. Dianna will follow up with the FJA to determine their participation.

Publicity: Discussed potential for cutout sign on the boulevard. Sheryl Nicholson is doing the cut-outs with the Ladies Auxiliary. Agreed to pursue adding a large sign on the boulevard. Sharon will ask Jim Brickley about a quote for creating one for FCMF. Note was made that we need one banner at Clendenen’s, and one at Monday Club, and possibly one for the Kenmar intersection. Discussed a potential flash mailing to directed addresses through the post office. Noted that we will incorporate the publicity into other media. Discussed using more banners, getting the information into local newsletters; specifically the Rio Dell Chamber of Commerce newsletter and the Fortuna Senior Services newsletter.

Discussed House Improvement: position chairs forward to force audience to front. Concessions were much louder than before, although the audience is pretty respectful, the noise level was somewhat distracting. Discussed the potential of putting tables in the back of the room between the concessions and the audience. Agreed to experiment with the set up in the back. Lattice is desired between the concession and the seating area. Venue parking is adequate at this time.

Need to encourage standing for Hallelujah chorus. The posters and programs need to be proofed more closely as they indicated an incorrect time. Banners need to be removed timely after the event. Discussed Web presence and the potential to generate more publicity with additional advertising; possibly purchased specifically for on line. Noted that the Festival feed will come up on website if you follow Dianna; FBID. Need to encourage more sharing on Facebook. Discussed print advertising, Times Standard, listing in URGE, and additional media.

The committee wishes to discuss increasing the yearly donation to FUHS.

Next Meeting October, 2019 Hot Brew Meeting adjourned 8:09 Submitted by Sharon Holt, secretary