



Marketing & Event Committees
6/9/2021
AGENDA & PACKET

Present: Louise, Jackson, Katherine

- Approve [Draft Minutes of the 4/13/2021](#) meeting
- **Custer Replacement Fair**
 - [PROPOSAL](#) (same as last time)
 - [Updated budget](#) – relies heavily on getting sponsors and raising funds
 - Alcohol sales – La Principal is willing to work as a sales agent giving us a royalty on alcohol sold. We would have to negotiate on what the royalty was.
 - *NEW: Royalty depends on whether we pay for a rented beer truck or they do. I don't have an estimate for that, but I assume it will be thousands.*
 - **RECOMMENDATION:** We need to pre-secure \$10-20,000 in sponsorship before we go ahead. Otherwise, there is just a lot of risk.
 - **Follow up: Katherine will MAKE A BREAKDOWN OF FEES AND BENEFITS.**
- [2021 Event Calendar](#)
- **2021 WINE WALK**
 - I will begin to recruit businesses this week woo hoo!
 - If we have enough businesses participating, all it needs is an Eventbrite and it's ready to go.
 - We'll have to do single use cups again, I think. Looking for compostable options, and waste management options.
- **UPDATE: FAIRIES & SCARIES FUNDRAISER**
 - 21 stories to our graphic designer already, 10 still need to be written (31 stories, 1 for each night in October)
 - JJ's List / [Visibility Arts](#) is working on illustrations for each of the stories. They are donating the illustrations and using it as a work project with their clients
 - The inside back cover will highlight their contributions and include name/photos of the artists
 - Initial run: 100-200 booklets

- o Potential funds raised:
 - INCOME:
 - Sell for \$25 apiece (less than \$1 a story! 😊).
 - \$2500 to sell 100 books, \$5000 to sell 200
 - EXPENSES:
 - Graphic Design: \$500 booklet layout
 - Printing: \$637.15 for 100, \$525 for 200

Mark Your Calendar for next Meetings:

- August 11, 2021
- October 13, 2021

Adjourn