

Cowell Homeowners Association
Activities Committee Meeting Minutes
Wednesday, November 16th, 2022 - held via Zoom

Present: Gloria Birch, Lorena Castillo Chiesa, Nerissa Wetherell

Start: 7:30pm

End: 8:35pm

Gloria opened the meeting at 7:30pm, welcomed attendees and went over the agenda of items to be discussed: Winter Festival and the 2023 CHOA Activities Calendar.

I. Winter Festival - Sunday 12/11 - 3-5pm @ Clubhouse

- Welcome table:
 - Set up welcome table by entrance with volunteers to sign guests in and give wristbands for adults who are 21+ for cocktail hour
 - Set up diaper collection near the welcome table for easy drop off - make sure there's clear signage about the diaper drive and include a note that items will be collected at the business office through a certain date post-event for anyone who wanted to participate but didn't bring a donation
 - Bartenders will also stamp hands of adults after each drink - max 2 drinks
- Hot cocoa bar:
 - Hot water thermoses, hot cocoa packets and marshmallows. Nix additional toppings (whipped cream, sprinkles) to make it simple
- Snacks:
 - Include a variety of cookies and treats. We decided against popcorn as that will add extra complexity
 - Make sure snack crew doesn't set up all treats at once - have extra platters that go out halfway through the event to refresh
- Music:
 - Have ambient music playing through speakers, and announce live music out on the game room deck from 4-5p.
 - Provide printed sheet music for anyone who would like to sing along
 - Live music provided by neighbor Jeff Vande Wege
- Santa & Mrs Claus:
 - Set up by the fireplace, up the steps. Line will go along the wall and out the front door of the clubhouse if necessary
 - Have a volunteer manage the front of the line to ensure each child gets a proper turn
 - Purchase candy canes for Santa to gift to the children after their photo
- Crafts:
 - Beaded snowflake ornament and photo frame
 - Set up tables down by game area (fold up ping pong tables)
 - Have sample crafts created to model what it should look like
 - Organize craft per table and have plenty of garbage cans to try to keep it tidy

- Volunteers:
 - Gloria will announce \$5 Peet's gift cards to each volunteer that signs up to fill needed slots and shows up. This will also apply to everyone who helped at the Fall Festival
- Flyers:
 - Print Winter Fest flyers to include on the green belt bulletin boards, but not along the green belt since RSVP list is full
 - Create a flier for Diaper drive to hang along green belt, clubhouse and business office to get as many collections as possible

II. 2023 CHOA Events Calendar

Began the discussion for the upcoming calendar of events. There is enough budget for 4 major events and several minor events.

Major Events discussed:

- Spring Fest
 - Move it to March as the first week of April is Spring Break. Tentative date will be Saturday, March 25th from 9:30-11am
 - Breakfast foods will be served (donuts, bagels, coffee) instead of hot dog lunch as done in the past.
- Fall Fest
 - Move it earlier in October and only 2 hours so it stays light out longer and during breakdown. Tentative date will be Saturday 10/7 4-6p
 - There was some discussion about this year's Fall Fest and improvements for next year:
 - Needed more hands for set up and break down - had 8 people set up and 9 people break down - this was not enough. Could've used 3-4 more people for each
 - Next time, consider getting stage delivered as it was hard to transport and set up
 - Move welcome table somewhere more visible - using the table by the tennis court was a bit hidden and not everyone signed in for a wristband
 - 568 people RSVPd, 331 signed in (38 of those were walk-ups without an RSVP)
 - Make announcements over the microphone to welcome everyone and give the schedule of events/location of activities
 - Cotton Candy machine required 2 volunteers per shift - we'd originally thought 1 was enough. Consider renting a second machine so there's no downtime (machine required a 20 minute break to cool down)
- Winter Fest
 - Sunday, December 10th from 3-5p
- We discussed the 4th major event options: possibly Crossings Olympics (sports games, water balloon toss, ice cream truck), create our own Crossings 5k fun run, or create a

Crossings team to go along with the Concord Turkey Trot and do a festival in our neighborhood at the end.

Minor events:

- Summer Nights - Concerts or Comedy on the green with food trucks and BYOB
- Movies on the Green - we decided to not move forward with this idea as the timing is too difficult with young children's bedtime

III. Miscellaneous discussion

- We briefly discussed the creation of Crossings merch to be used at the chosen sporting event or possibly sold at events moving forward.
- Additional events brought up from the community (monthly senior potluck, ping pong tournament, book club) can all be announced through the Signal and managed by the resident who wants to set it up - not have it be part of the CHOA Activities Calendar

Next steps:

- Need to do a walk-through of the Clubhouse to determine location of Winter Fest activities
- Finalize purchasing materials for Winter Fest
- Create flier for Diaper drive, print and hang throughout green belt
- Print Winter Fest flier for greenbelt bulletin boards
- Confirm music with Jeff Vande Wege and get set list to print out lyrics sheets
- Purchase wristbands for adults 21+
- Purchase candy canes
- Finalize cookie order
- Call Santa to discuss logistics
- Call Black Rose Bartending to finalize logistics
- Give craft crew the crafts to do a sample craft to display
- Confirm Clubhouse will be decorated
- Purchase florals for wooden hexagon photo backdrop

Meeting concluded at 8:35pm and Gloria thanked the attendees for coming.