

**Cowell Homeowners Association
Events Committee Meeting Minutes**

Wednesday, February 28, 2024 - Business Office

Present: Gloria Birch, Laura Hamai, Mary Hendershot, Rohit Kapil, Suman Prasad, Emily Thalin, Nerissa Wetherell

Time started: 6:35p

Time ended: 8:04p

Gloria welcomed the group, passed out agendas and did introductions.

Garden, Super Bowl & Hot Cocoa Recaps

Gloria briefly recapped the February events and shared the positive feedback received from the community.

- Garden Chat, 2/10, 9:30-12p: ~45 people
 - Coffee & pastries were served 9:30-10a for neighbors to meet one another & mingle ahead of the chat.
 - Architecture Committee forms were displayed for anyone who may have had questions about making additional updates to their home
 - Dustin from Sloat Garden Center talked about what to do in the garden in February in preparation for Spring, and had an open Q&A for plant questions
 - At the conclusion of the chat, the group was tested on the knowledge learned by a show of hands and garden supplies (fertilizers, plants, seedlings, etc) were given to those with the correct answer
 - This was a Residents-only event with an RSVP and was very well received
- Super Bowl Watch Party, 2/11, 3p start: ~65 people
 - The 49ers made it into the Super Bowl so we quickly planned a party for neighbors to come together at the Clubhouse to watch the game together
 - CHOA supplied Costco pizzas, water & paper products, and residents brought items to share as a potluck and BYOB
 - We hired security since it was a high stakes game with the local team & there would be drinking. This likely won't be necessary for future events.
 - We capped the RSVP to 90 residents as that's the amount of chairs we have available. The RSVP filled in a few days. While not everyone showed, it was still worth doing as it gave people a place to be together with others.
 - If we do this in the future, figure out a plan to decrease no-shows. Possibly a giveaway to those in attendance.
- Hot Cocoa at the Park, 2/25, 3:30p start: ~200 people
 - We had leftover hot cocoa from Winter Fest and decided to use it up by offering free hot cocoa at the playground

- We set up the hot water dispensers, hot chocolate & marshmallows for a DIY hot cocoa bar. We had 5 cocktail tables scattered around basketball court to encourage mingling
- It ended up being a gorgeous warm day and residents started arriving around 3p. Over 150 cups of hot cocoa were consumed and kids played at the playground, basketball court and the greenbelt while adults chatted
- This event attracted adults & families with children
- This event did not have an RSVP, it started at 3:30p while supplies lasted. We wrapped up at 5p. This was a residents-only event
 - Recommend doing this again! Easy, affordable and a big community draw. Next time purchase more marshmallows (we had 5 10oz bags of mini marshmallows and we ran out. There were also kids who filled cups with marshmallows so this could also be prevented if we had a volunteer staffing the hot cocoa bar)

Spring Festival, Sat, 3/23 - budget \$4,500

- Expected attendance: 600 people (2023 we had 747 RSVP, ~484 attendees who checked in). RSVP will go out on 3/1
 - Residents will be allowed up to 6 people per household, including guests
- Easter Bunny confirmed (Rod Glover), we will reuse last year's costume
- Cinda is making paper flowers
- Debbi ordered 500 bananas from Trader Joe's
 - Gloria will order cuties from TJ's to simplify pick-ups
- Nerissa is purchasing enough plastic eggs & fillers for 3,000 eggs (we have 502 unfilled eggs from last year. Planning on 12 eggs/child), as well as tattoos for the DIY tattoo station
 - Liz Wall offered her OT students to assist with stuffing eggs
 - This year we will be more organized with counting out and separating the eggs by age group as we stuff them
 - We will collect any unwanted empty plastic eggs at the end of the event at the welcome table to reuse for future years
- Petting zoo confirmed - Dingle Family Farms
- Purchased: Colored powders for Holi, egg hunt bracelets, juice boxes, plates, cups, coffee creamer, sugars and stir sticks
- Bill already requested the gardeners let the grass grow longer on the hill for the egg hunt to better hide the eggs
- Will set up bubble machine and lawn games
- **Seating:** last year we just did groupings of chairs and BYO blanket/chairs. Tables would've been nice as the grass tends to be fairly wet

- Discussed Chairs for Affairs quote - 8 5' round tables, black tablecloths & 64 chairs: \$610 (delivery is \$45/way)
- Agreed to purchase plastic tablecloths from the dollar store to reduce this rental cost and see if we could use our own folding chairs
- **Craft:** Gloria brought the craft idea back as an additional piece of entertainment and to help bridge the gap between egg hunts and Holi
 - Paper bag kite craft: <https://typicallysimple.com/paper-bag-kite/>
 - Cost: ~\$100 for 200 crafts. We won't purchase crafts for every single child, as we've tended to have lots of leftovers in the past and we want to reduce this
- **Scavenger Hunt:** We discussed the potential scavenger hunt for older kids. This idea was given to the WCST as an opportunity to promote the swim team and registration, as this event is highly attended by families with swim-age children
 - The WCST did not have the resources to fully execute the scavenger hunt so we will not proceed this year
 - Nerissa will be in touch with WCST to see if they'd still like to have a presence at the event
- **Breakfast:** Emily presented 3 options for our morning pastries
 - We decided to go with the option that included a wide variety that also didn't require additional food prep (cutting pastries in half etc):
 - 300 donuts (25dz at King's Donuts)
 - 200 mini danishes (20 boxes of 10ea at Smart & Final)
 - 240 mini blueberry muffins (20dz at Smart & Final)
 - 36 Gluten-free Fig Bars (vegan & GF) - 6 boxes at Amazon
 - Cinda can pick up donuts day-of - Emily & Cinda to get in touch to coordinate ordering & pick-up
 - Mary offered to help with cuties/tangerine pick-up from TJ's
- **Holi**
 - Logistics of the colored powders: we will have volunteers separate the colors into small plastic cups and line them up at folding tables for attendees to easily grab
 - We already own plenty of small plastic cups we can use
 - Gloria asked Rohit to create a simple 1-sheet with info about Holi that we can use to display at the event and use as talking points
 - Some info about Holi will also be included in the RSVP, with a heads up for attendees to come prepared with extra clothes or in clothes they don't mind getting color on if they choose to participate
 - Everyone will be reminded of this again in the pre-event email to all who RSVPd

- We will play bollywood music over the speakers at the conclusion of the egg hunt and have everyone gather. On the count of three, we will all toss the colors and then play and dance as a way to conclude the festival
- **Community Aspect:** We agreed we'd like to collect children's books again for the Sweet Beginnings Diaper Bank. These are handed out with diaper distributions
 - We also discussed other options for future events:
 - Partnering with Birth Right (Laura Hamai helps with their books and can likely help shed light on needs).
 - Write letters to elderly home or military
 - Possibly add this to the Summer Concert
- Gloria reached out to a firehouse to see if we could have a fire truck attend our event but hasn't heard back
- **Schedule/timing:**
 - Egg hunt - we decided to shorten the gap between hunts. While waiting for each egg hunt start, do crowd games or potentially teach the steps to a simple dance we can do during the Holi celebration
 - 3 age groups, 1 last call, 12 eggs per child
 - 10a: 3 & U
 - 10:10a: 4 & 5
 - 10:20a: 6-9yo
 - 10:30a: last call (all ages)
 - Overall schedule, shortened back to 2 hours since we're tightening the egg hunt schedule
 - 7:30-9:15a set up
 - 9:30a-11a bfast
 - 9:30-11a photos with Easter Bunny
 - 10-11a egg hunt
 - 9:30-11:30 petting zoo, tattoo station, craft station open, lawn games
 - 11:15-11:30a throw colors & dance
 - 11:30-1p breakdown

Summer Concert on the Belt - budget \$2,000

- 200-300 people.
- Date TBD - Thursday or weekend, pending band selection & stage avails
 - Gloria started reaching out to bands
- Actual cost of event TBD on band & PA fees
 - HOA is no longer planning to build the stage this year. Due to cost of stage rental, we can't afford bounce houses or extras
 - 16x20' stage - Chairs for Affairs can do full set up \$992 + labor

- Gloria to look up alternate options. Chairs for Affairs alerted that stages typically rent fast for summer dates and advised booking sooner rather than later
- We will have Food & Beer trucks and can set up our bubble machine

Next Steps:

- Emily & Cinda to get in touch to coordinate donut ordering & pick-up
- Emily to order pastries from S&F to ensure quantities are available for pick-up
 - Coordinate pastry pick-up
- Nerissa to purchase eggs, stuffers, tattoos, and jelly bean jar supplies
- Laura to purchase prizes for the special “bunny egg” in each hunt (the egg contains a golden ticket to turn it at the welcome table for a prize). 4 \$10 gift cards, put in cello bag with candy
- Gloria to-do:
 - E-Signal out for 3/1 distribution for Spring Fest, & copy for printed Signal
 - Summer concert:
 - Get additional stage quotes
 - Book artist & stage (food truck & beer later on)
 - Work with Bill to see if we can sell our own beer & wine as a fundraiser for events
 - Spring Fest
 - Purchase:
 - Coffee & fixings
 - Check hot water cup supply
 - Napkins
 - Crafts
 - Order cuties from TJ’s & coordinate pick-up with Mary
 - Gallons of water for coffee
 - Ask Rohit for spotify playlist for Holi & a one sheet on Holi that we can create into a visual to display
 - Measure lawn & create map
 - Test mics & speaker locations
 - Create signage: Tattoo station, craft station, egg hunt timing for each hunt area, plastic egg collection, petting zoo, Holi
 - Send Signupgenius to Events Committee distro list
 - Ask Cinda if we can borrow baskets to display fruit etc
 - Contact Kelly about potential cuddle corner

Gloria concluded the meeting and thanked everyone for coming. The next meeting will be on Wednesday, 3/20 at 6:30p at the Business Office.