Cowell Homeowners Association
Events Committee Meeting Minutes
Wednesday, August 21, 2024 - Business Office

Present: Gloria Birch, Laura Hamai, Mary Hendershot, Cinda Mah, Emily Thalin, Liz Wall, Nerissa Wetherell
Time started: 6:30p
Time ended: 8:15p

Gloria passed out agendas and welcomed the group to the meeting.

Past Event Recap

Summer Concert 7/20 - huge success!

- Over 500 people attended (729 RSVPd, ~75% showed up)
- Great reviews about the rock cover band, The Dream Tellers. They improvised and stayed past 6p as the crowd was still having a great time - everyone was up and dancing by the end
- Kids enjoyed getting their hair colored & doing their own temporary tattoos
- Craft station was a hit - nearly all supplies for the dance rings was used up
    - Remaining rings can be used for a Winter Fest craft
- First time having Mr Softee's and they did a fundraiser for us. We received 20% of their sales for a total of $266.60
- We had 2 food trucks - Bombzies (Asian bbq) and Charlie's Tacos- and the Guzz bar on wheels for beer & wine. All confirmed it was a successful & profitable event. Residents were also allowed to BYOB & picnic
    - The Guzzler agreed to donating 20% of sales at the Fall Festival
- Great reaction to Crossings merch sales - more info below
- Collected over 60 backpacks and school supplies for Contra Costa Foster Friends
- Stage rental with included stage setup went smoothly
- Budget: $2,000. Cost: $1,862.08
- Committee feedback
    - Add more garbage cans or potentially empty mid-event
    - Set up pop-up shades near food trucks at a slant to create more shade
    - Separate cocktail table tablecloths (we own smaller ones for the Clubhouse tables and larger ones for the foldable ones)

Upcoming Events

Fall Fest - Sat, 9/21 - 3-6p

- **RSVP** went out in August Signal and 8/14 E-signal
    - Current RSVP as of 8/19: 527 (313 adults, 211 kids 2+)
    - RSVP will be included in September printed signal and e-signal reminder on Tuesday, 9/10
        - Be sure to include QR code in printed signal, easier to scan the code than type in the URL manually to RSVP
    - Continue to post on Crossings Facebook groups
    - Discussed timing of closing RSVP/should we close RSVP - decided we will close the RSVP on Sunday 9/15 to allow for time to plan and adjust supplies and vendors if needed
        - Summer Concert 2024 - an additional 30 households RSVPd in the 6 days leading up to the concert, adding 143 people
        - Fall Fest 2023 - an additional 63 households RSVPd in the 6 days leading up to the festival, adding 259 people
- **Welcome table:** we will be checking badges & handing out tickets
    - Color coded tickets will be handed out for: cotton candy and pumpkin patch
    - Printed tickets with time stamp handed out for face painting with the goal to minimize wait times
        - Time slots in 30 min increments
        - Gloria will contact Pacific Face Painters to confirm how many faces they can paint per hour to create the appropriate amount of tickets
        - Committee discussed ways to give neurodiverse children a shorter wait in line. We will encourage them to come early to the event and will add a star to their wristband so they can attend whichever time slot best suits them in the moment
- **Food trucks**
    - Emily confirmed Munchiez and Ceviche & Co
    - Emily will request for them to add kid friendly menu items and if possible to have QR ordering capability so attendees can order from their cell phones and minimize lines
- **Pie eating contest**
    - The Souvenirs band confirmed they will take 2 10-minute breaks during the festival, during which we can use their mic and run the contest
    - We will set up tables in front of the stage (not on the stage, as there will be power cords and instruments)
    - Based on initial interest on the RSVP form, Gloria will send out a more detailed google form to receive participant info: age & any allergies

        - Once we have this info, we can create age brackets and figure out prizes (keep prizes under $5 each)
    - We will purchase Costco pies (likely apple or pumpkin) and an allergy-friendly pie from Whole Foods and use a scoop to put pie in paper bowls for contestants to eat
- **Sensory Booth location/naming**
    - Decided we will keep the name "Sensory Booth"
    - Booth will be open starting at 2:30p, 30 mins prior to the official start
    - Liz Wall will provide several calming tools, including comfortable seating, weighted stuffed animals, battery powered fairy lights, fidgets, and noise canceling headphones
    - Set up on the hill near the welcome table in the shade. Will likely need 2 connected pop-up tents given positive response (25% of RSVP said they would take advantage of this space)
    - Any children visiting the booth must have their caregiver with them, it is not a drop-off tent
- **Pumpkin Patch**
    - After speaking to several vendors, Gloria decided to not move forward with the trackless train as it was too complicated to figure out the train route
    - Bringing back the Crossings Pumpkin Patch
        - TJ's pie pumpkins $2.29/pumpkin - Gloria will ask for discount with bulk order
        - Discussed decorating ideas - possible to do a masking tape mummy with google eyes, decorate with sticker gems and possibly paint
            - Paint might not have time to dry. Continue brainstorming
        - We are purchasing 3 more folding tables & tablecloths to make this area larger
        - Children will be given 1 ticket to access the pumpkin patch
- **Merch**
    - Used local print shop Thread Monster for fulfillment and had a good experience for first merch run
        - Purchased 200 items, sold 163 as of 8/19. Met our break-even point and are starting to make profit
        - Cost of bulk order: $3,666.20 (includes tax and two one-time $45 embroidery set up fees for hats)
        - Designer fee: $40.48
        - Total Sales: $3,770.66 minus Square fees, including taxes
        - Profit: $28.98
    - We had the following items available for purchase online and in-person
        - Men's crewneck (heather black) - $24.99 ($10.49 profit/shirt)

            - Purchased 50, sold 36
        - Women's v-neck (heather slate and heather black) $24.99 ($10.49 profit/shirt)
            - Purchased 50 (28 slate, 22 black), sold 42 (28 slate, 14 black)
        - Youth t-shirts (aqua and hot pink) - $14.99 ($2.49 profit/shirt)
            - Purchased 40 (20 of each), sold 16 (11 aqua, 5 hot pink)
        - Toddlers t-shirts (light blue) - $14.99 each ($.49 profit/shirt)
            - Purchased 10, sold 6
        - Trucker hats (blue/charcoal and orange/charcoal) - $28.99/hat (profit: $5.72/hat)
            - Purchased 50 (30 blue, 20 orange), sold out
    - Biggest sales on presale day ($5 off adult t-shirts for 24 hours) and day of concert. We're continuing to sell remaining items online and in person at the Clubhouse, about 1 item/week
    - Residents loved the design and comfort of items. Asked for additional colorways for the t-shirt and more hats
        - Orange hats were very popular for the swim team as the bright orange matched the swim team colors
    - Discussed doing a second merch run with a full zip hoodie and possibly vinyl stickers.
        - Decided to do 2 colors of unisex zip hoodies: New Navy & Plum
            - Front design will be the round logo with the update to include "Walnut Country, The Crossings" without the tagline. Back will have the same arch design as the t-shirts
    - Gloria to continue working on color for vinyl water bottle sticker
    - Consider only offering pre-order this time - no additional bulk order to minimize carrying inventory
    - Decided to not do another run of shirts and only sell off current inventory
        - Possible to add new t-shirt colors for next year
- **Volunteer gift cards**: sometimes e-gift cards don't get opened. Gloria resent many from past events and they were then opened
    - Decided e-gift cards are still easiest to distribute. If need be, can continue to send reminders to anyone who hasn't opened theirs
- **Wooden Props:** Gloria reached out to 2023 Fall Fest survey volunteers who offered to paint new wooden props
    - Kyria Bauer offered to help paint
    - Nerissa to check if she has any leftover paint we could use
    - Possibly reach out to Laurien Quirk for her husband's help with cutting the scrap wood we have stored in the Firehouse
    - Rod Glover might also be able to help - Gloria to check in

- **Decor:** reuse what Cinda bought last year and just buy extra hay bales
- **Previously confirmed:**
    - Band: The Souvenirs band - 90's/00's cover band
        - They will arrive around 11-12p to set up and do a soundcheck by 1:30. They'll have 3-50min sets with 2-10min breaks so maybe you can have the pie eating contest at that time
    - Trucks: The Guzzler Bar on Wheels
    - Stage: C&M rental (haven't paid yet)
    - Face Paint: Pacific Face Painters - 4 artists for 2 hours 3:30-5:30p
    - Community: Collect gently worn warm winter clothing, shoes & socks for GROW Concord
    - Purchased 2 additional cotton candy machines
        - Clubhouse staff will clean and test run

Movie Night - Sat, 11/2 - 5p start, movie at sundown ~6:30p

- **Event map discussion**
    - Last year we had 2 inflatables at the base of the pool, the movie screen backing to Lawson Ct and popcorn machine plugged in by the basketball court, facing the lawn.
    - Ideally we can have the screen at the base of the pool this year so more people can fit on the lawn. Need to have further discussion on how we can lay it all out keeping in mind we need outlets on separate circuits for:
        - 2 popcorn machines
        - 2 inflatables
        - 2 for Movie screen & projector
        - 1 for pre-movie speaker music
        - **Gloria to let Bill know how many extra cable covers to purchase
    - Walnut Country Preschool fundraiser: sell concessions or pizza
        - They'll discuss at their September Board meeting
        - Gloria offered the idea to sell pizza since kids might be fully loaded with candy from Halloween
            - If they don't want this opportunity, perhaps the Events Committee will run it as an Events fundraiser
- **Previously confirmed**
    - Movie screen from FunFlicks - reserved & paid
    - 2 inflatables with slides and 2 popcorn machines from Jump Jump & Away
    - Come dressed up in your Halloween costume
    - Candy collection & letters to elderly homes: Kensington (Liz Wall connection) and Carlton in PH (Laura connection)

Extras

- Floral arranging class - Gloria has a contact through Diablo Adult Education (Jimmie St Arnold). Possible for February

To-do's

Emily

- Food Trucks
    - Request kid friendly menu options to be added to menus for food trucks
    - Ask if possible to add QR code ordering capability

Nerissa

- Check on paint supplies leftover from last year to donate

Cinda

- Check if Bobby can assist with re-hanging the fall foliage frame
- Price out hay bales - Gloria needs to get debit card
- Look into fire truck neighborhood night out - possible to add to 2025 calendar

Gloria

- September signal write-up
- Merch: work with Thread Monster to create mock-ups of hoodies & stickers, figure out pricing and upload designs to website to begin pre-sale
- Pie eating contest:
    - Create Google form to get more info on contestants
    - Purchase tablecloths, paper bowls, bibs, paper towels and baby wipes
    - Purchase Awards
    - Purchase pies closer to event
- Pumpkin patch:
    - Order pumpkins from TJ's
    - Purchase decorating materials (mummy pumpkin: masking tape, googly eyes, black marker; gem pumpkin)
    - Count remaining decorating kits from 2022
    - Order 3 additional tables & tablecloths
- Sensory booth:
    - Send photos of proposed booth location to Liz
    - Check verbiage with Liz that will be sent in pre-event email to guests to outline how the Sensory booth will be run/what is provided
- Decor:
    - Reach out to Lorien Quirk and Rod Glover about wood cutouts

    - Kyria Bauer offered to paint a wooden sign for the festival - ask to create a pumpkin patch sign
    - Find bench for photo opp
- Cotton Candy: order floss & cones
- Water bottles for band
- Create Fall Fest event map
- Ask Bill:
    - Clubhouse staff cleaning and prepping cotton candy machines
    - Purchase cable covers once new Movie night map set
    - Purchase more a-frames to block parking spots
- Confirm Rod Glover for Santa Claus
- Walk grounds and figure out new movie night map

Upcoming Meeting schedule:

- Wed, 9/11 (Final Fall Fest)
- Wed, 10/28 (Fall fest recap, Final Movie night check in, Winter Fest planning)
    - Invite anyone who would like their culture celebrated during Winter Fest to attend this meeting
- Wed, 11/20 (Movie night recap, Winter Fest planning)
- Wed, 12/4 (Winter Fest final prep & final 2024 committee celebration)

Gloria thanked the committee for attending the meeting and closed at 8:15p.