

Smith Regatta Meeting Recap - January 9, 2023

Attended: Deb, Sandy, Bob, Michael Ganey, Gena, Andrea, Stan, Debbie D. Angel, Marianne

Not in Attendance: Wright, Linda, Lisa, Kristin

Booklet:

Deb is checking with Target Copy for quotes on booklets. We are looking to get 700 total copies; 250 for Registration bags and the rest for distribution to sponsors and donors. Deb will get options for color and black and white.

All Sponsors/Donors wants their logo on the t-shirts, in the booklet and advertised in other event locations, must submit full payment on or before the March 17th deadline.

Web:

We will use the Message Board as the means of communication for all things regatta related. The message board provides a one-stop shop and serves as the official repository of documents, messages and dates. If you would like more information on how to use the message board, please contact Deb.

To access the message board, go to smithregatta.com/message

Sponsorship:

Andrea created a wonderful one-page flyer that combines many separate documents that have been used for outreach to sponsors and donors. The flyer encompasses the background of the Smith, ad rates, sponsorships levels and how to receive more information on the event. Great job, Andrea!

A new \$5,000 sponsorship level was added and will include 5 registration packets. Stan made a motion, Marianne seconded and it was unanimously agreed upon.

The one-page flyer is accessible via the Smith Regatta Message Board and the website to all volunteers for use to promote the event.

Andrea also circulated the list of former sponsors/donors that each of us need to go through and determine who should stay and who should go. Please go through and determine which sponsors that you are responsible for should stay and which ones can go so we can condense this list. Andrea needs this list ASAP so we can have a more comprehensive, updated list by our next meeting on February 13th.

When reaching out to sponsors, please be sure to get their names, phone numbers and emails so Andrea will be able to follow-up with them regarding their logos and information. Andrea will keep track of this information and update it as necessary to be sure we make our deadline of March 17th!

Marianne is talking to Prime Meridian Bank and Centennial Bank about increasing their contributions for this year. Go Marianne!

Gena has been doing an awesome job already making connections to Four Points Sheraton and other local businesses. A major highlight is that she spoke directly to actress Cheryl Hines who will be donating signed memorabilia to the live auction!

Donations:

Stan has two boats currently; Celebrity valued at \$4,000 and J-24 valued at \$1,000.

Bob Graves mentioned that Mark Powell has graciously donated some very nice windsurfing gear to the event valued somewhere around \$7,000! Thank you Mark Powell and Bob!

Deb is creating an online auction for large items such as the boats and windsurfing gear so Stan and Bob won't have to use Craigslist to help promote the items. Deb said she is close to having this feature up and running.

Signs and Publicity:

Marianne has Legislative commitments the week leading up to Regatta; however, she will be sure that all signs are printed, prepped and ready to go prior to the event.

Angel will pick up the signs from Marianne's house on Friday, April 28th by noon and deliver them to Gena at Registration for distribution and set-up, as outlined by Marianne.

Marianne is working with WFSU and will reach out to Ben Kaplan about doing a community special interest piece on the Regatta; Angel will talk to Oyster Radio.

TV volunteers - Angel, Stan, Bob, Sandy, Lisa...others, if they would like.

Registration:

As discussed at the August 2022 meeting, it has been determined that the rates on all participant Registrations will increase by \$10. Between the shirt, dinner, entertainment, and all weekend beverage band, this is still a great value for an on the water event.

This year we will create two buckets of cheer with chance tickets. Outreach will be made to Skybox Liquors and Barn Liquors (local businesses in Wakulla County) to ask for premium donations and/or Regatta volunteers will supplement by donating bottles of alcohol. We need a good "salesperson" to help us go into the crowd and drive chance ticket sales! Any ideas?

Activities:

Angel will talk to Skybox about corn hole for Friday night.
Michael Getman is doing food on Friday night again.

Food:

COABI is confirmed to do breakfast on Sunday morning. Since this will be COABI's first time doing breakfast, Gena will coordinate with Linda on particulars and obtaining food.

Will ask Leah if she would like to do breakfast on Saturday morning. Otherwise still looking.

Race Committee: Details to follow closer to February/March meetings.

Site Logistics: Wright not at meeting

Financials: Linda not at meeting

Auction: Lisa not at meeting

We discussed the addition of vacation rentals, flight experiences and celebrity signed items to this year's auction.

Talking points for next meeting:

What type of awards do we want to use for the 50th Annual Regatta?

What about promotional items?