

TASTE OF ROSEFEST

COMMITTEES

2008

ROSEVILLE ROTARY SIGNATURE EVENT

3/24/08

TASTE OF ROSEFEST

June 26, 2008

EVENT CO-CHAIRS:

Jeanne Matlock	651-488-0458	jmatlock@pro-ns.net
Bob Bell	651-223-4999	dbetts@jbce.com

COMMITTEE CO-CHAIRS:

Auction (Silent & Live)

Justin Miller	-651-792-7611	justin.miller@ci.falcon-
heights.mn.us		

Entertainment (& raffle, Wall of Wine, Games)

Maureen Rehfuss	651-604-4888	mrehfuss@bonestroo.com
Terry Gilberstadt	651-361-6453	terry.gilberstadt@hortonww.com

Facilities

Greg Pederson	651-303-1715c	
greg.pederson@pinehurstbank.com		
Paul McCreight	651-489-0158	pmccreight@hotmail.com

Finance

Kevin Kelly	651-209-8433w	kkelly@scbnet.net
	651-338-8642c	
Larry Haubrich	651-628-6633w	lhaubrich@nabankco.com
	612-865-5853c	

Hospitality (Food & Beverage)

Jan Vanderwall	651-635-1609	jan.vanderwall@isd623.org
Bob Mench	651-633-8880	rmench@premierbanks.com

Marketing

Phil Gelbach	651-245-3544c	phil@gelbach.com
Lyndy Lutz	651-488-6755	llutz@jsteeleconstruction.com

Parade

Jerry Hromatka	651-486-3808	jerry@nyfs.org
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Sponsorship

Garrett Jensen	715-781-5668	gjensen@northstarbank.com
Ron Riach	651-636-6400	rriach@riachlaw.com

Ticket Sales

Rob Davidson	651-481-6290	rob@davidsoncos.com
Art Anderson	651-484-5533	aanderson@electmech.com

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Auction Committee

Reports to President & Event Chair

Justin Miller

- Set deadlines for securing donations
 - Develop list of prospective donors
 - Set schedule of mailing letters and follow-up telephone calls or in-person visits
 - Work with Marketing Committee to develop letter format and scripting for calls or visits
 - Work closely with Sponsor Committee to avoid duplication of requests
 - Consider a limit of both silent (e.g.150?) and live items (e.g.10?)
 - Set deadline for collection of items
 - Arrange for auctioneer for live auction
 - Arrange for pick-up or delivery of donated items to storage point (coordinate with Facilities Committee)
 - Catalogue each item when received, making lists available to others as needed (e.g. Marketing, Website, etc.)
 - Coordinate information with Website Committee to list some of “big” or interesting auction items as soon as they are confirmed
 - Work with Marketing Committee to determine signage need around venue on day of event
 - Work with Marketing Committee to plan item descriptions and bid sheets, showing actual retail value on sheets
 - Secure pens, possibly with matching ribbons, for each bid sheet
 - Work with Facilities Committee to plan tents needed, locations, etc.
 - Determine “floor plan” of tables and checkout area to ensure optimum flow of traffic

- Have extra table available for last-minute items
- Keep higher ticket items separate and note location in program
- Plan layout and appearance of silent auction tables, including item display
- Possibly convert auction gift certificates to merchandise before auction
- Plan for consistent display of gift certificates to ensure they are recognizable and readable (e.g. board, small “easels”, etc)
- Arrange for table draping for silent and live auction, including varied level of display
- Consider some items for “Buy It Now”, with mark-up of 125% of value
- Determine timeline for silent auction closing and live auction start, coordinating with Entertainment committee or any other events, e.g. Wall of Wine, keeping all times separate by minimum of 15 minutes
- Work with Marketing Committee to note closing time on all signage and bid sheets
- Arrange with Facilities Committee to have means of announcing throughout event area when silent auction closes or live auction begins
- Arrange for 10-15 people to oversee closing of silent auction (mark, highlight & collect sheets) and stick to announced closing time
- Pre-arrange starting bid amounts for live auction, not starting too low
- Arrange for transport of collected items from storage point to event site
- Plan and arrange check-out point, coordinating with Finance Committee
- Submit records of any in-kind donations to Finance Chairs

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Entertainment Committee

Reports to President & Event Chair

Maureen Rehfuss & Terry Gilberstadt

Music

- Secure musicians for playing in the Klaus Pavilion (Determine type of crowd and music, e.g. jazz, oldies, etc. – probably not rock) (Check Lakeville - Dweebs)
- Try to secure all entertainment as in-kind donation
- Work with Facilities Committee for arrangement of seating in pavilion.
- Determine schedule of musicians and arrange for second group, individual or recorded music during break times
- Be sure to schedule breaks in music during live auction and announcements of raffle & Wall of Wine winners
- Submit records of any in-kind donations to Finance Chair

Wall of Wine

- Determine ticket price, e.g. \$10
- Determine volume of tickets to be printed & whether or not to limit sales
- Determine whether to require each club member to contribute 1 bottle of wine and set minimum value; set up tracking system
- Work with Marketing Committee to determine type of ticket (e.g. numbered, tear-offs, etc.) to publicize and to put schedule in program
- Work with Facilities Committee to determine location and display needs (tables, crates as wine racks, etc.)
- Coordinate with Auction Committee for any necessary table draping
- Set scheduled time for closing of sales and announcing winner
- Try to include wine fridge for winner (if secured, consider higher priced ticket?)
- Submit records of any in-kind donations to Finance Chair

Raffle

- Secure big-ticket item (Chuck Kadrie working on this)
- Determine ticket price based on value of item
- Determine volume of tickets to be printed & whether or not to limit sales
- Work with Marketing Committee to determine type of ticket (e.g. numbered, tear-offs, etc.), to publicize and to put schedule in program
- Set scheduled time for closing of sales and announcing winner
- Work with Facilities Committee to determine location and display needs (tables, photos, etc.)
- Coordinate with Auction Committee for any necessary table draping
- Submit records of any in-kind donations to Finance Chair

Varied Activities

- Coordinate any plans with Facilities and Marketing Committees
- Possible Rotary displays, e.g. Shelter Box or District Water Resources Project, e.g. rain garden information, etc. (Possibly create game of some sort related to this. Would need to set price, etc. for game.)
- Putting contest, possibly coordinated with Cedarholm Golf Course for equipment and/or “pro”. (Would need to set price, etc.)
- Research any other type of entertainment that could raise money.
- “Ask the Expert” booth with a Master Gardener (Free) [Strong interest from Park Dept. for this]
- Submit records of any in-kind donations to Finance Chair

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Facilities Committee

Reports to President & Event Chair

Greg Pederson & Paul McCreight (Working in conjunction with Roseville Park and Recreation Department – Assistant Director Jill Anfang)

- Responsible for securing the event site
- Responsible for securing storage and distribution area (for auction items and possibly long-term storage of reusable supplies)
- Plan parking facilities and signage needed
- Secure permit from city (to have liquor)
- Plan layout of activities – tents, etc., in conjunction with committee chairs
- Order portable toilets, oversee delivery & set-up (may be handled by Park Dept.)
- Secure tables for silent auction and wine tents
- Secure any needed picnic tables and/or chairs for outdoor seating (possibly donated by local churches and schools)
- Orders stage(s) as needed, e.g. live auction
- Make sure electrical issues are addressed beforehand (i.e. enough power for bands, lighting - electric power distribution/extension cord deployment, etc. possibly donated by local electric company)
- Acquire “official” security (possibly donated by local police dept)
- Arrange for club volunteers to provide security oversight where needed (e.g. silent and live auction tables, etc.)
- Secure fire extinguishers as needed/required
- Secure phones (two-ways) for night of event
- Order fencing if necessary (set up by members or Park Dept.?)
- Order tents (each restaurant must have a tent – many may have their own)

- Arrange for garbage containers
- Submit records of any in-kind donations to Finance Chair
- Arrange a crew of members to meet at the Arboretum site the week of the event to display banners, put up fencing, set up tables, etc., coordinated with Park Dept. staff/workers
- Arrange for clean-up (Park Dept.?)

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Finance Committee

Reports to President, Event Chair and Treasurer

Kevin Kelly & Larry Haubrich

- Set budgets, as needed, in conjunction with event chair and other committee chairs
- Oversee budget and report monthly on status (prior to Board of Directors meeting, 2nd Thursday of each month)
- Secure insurance coverage as necessary, e.g. liability, disaster, etc.
- Set up bank account, if separate account is deemed necessary
- Hold checkbook
- Reimburse any documented expenses of members
- Keep records of any in-kind contributions (submitted by other committee chairs)
- Arrange for credit card processing for auction and check operating terminals before use
- Arrange for cashbox, starting change (bills) and location set-up for raffle and Wall of Wine
- Arrange for collection of all receipts at end of event evening
- Secure, train, set up and oversee cashiers at end of auction (VISA, etc.)
- Provide final report of income and expenses (gross & net) within 30 days after event

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Hospitality Committee (Food & Beverage)

Reports to President & Event Chair

Jan Vanderwall & Bob Mench

- Work closely with Facilities Committee to determine appropriate number of vendors and locations for set-up
- Seek donation of wineglasses from area hotel or restaurant, with glasses to be used, washed and returned, with replacement cost for lost/broken glasses and procedure determined prior to event
- Determine, with Facilities Committee, where wine glass return stations will be located (e.g. next to exits)
- Provide wine lists, with checklist and pencils
- Provide signage for beer/wine suppliers, coordinating with Marketing Committee
- Provide tablecloths with draping for wine tables, unless vendors provide, possibly coordinating with Auction Committee
- Check for any necessary permits from Dept. of Health, etc.
- Determine the best mix of restaurants/foods to seek as participants, including coffee & non-alcoholic drinks
- Recruit participation from Roseville area restaurants
 - a. Determine paperwork needed (e.g. letters of agreement, terms of what they will provide, what Rotary provides, etc.)
 - b. Determine if they can provide tent, necessary tables, draping
 - c.
- Submit records of any in-kind donations to Finance Chair

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Marketing Committee

Reports to President & Event Chair

Phil Gelbach & Lyndy Lutz

- Set calendar/timeline of promotion activities
- Design all marketing material, to include using a consistent theme/logo (hold-the-date postcard, posters, banners, ads, event program card, etc.)
- Plan Event Program to hand out the night of the event that lists all sponsors, auction donors, timelines for silent/live auction and music, vendor list, map/layout of venue showing tents, etc.
- Be certain that all tickets and promotional materials say “ADULTS ONLY- Must be 21”
- Make sure no children are pictured in any photos
- Mail hold-the-date postcard to targeted recipients
- Research and contacts various media to determine formats to be used, time frames needed, and responsible contact person (including newspapers, cable TV, community bulletin boards, Senior Center newsletters, etc.)
- Secure and manage any possible special publicity opportunities, e.g. home & garden shows, etc.
- Work with Webmaster to place appropriate information on website
- Write promotional and/or news articles and disseminate to appropriate media
- Write script for emcee of event activities
- Secure event date space in local and metro event calendars
- Give all media a pre-written media release of WHO we are, WHAT purpose we serve, and WHO benefits from the dollars raised
- Arrange for media promotion, e.g. Coffee with KARE, etc.
- Work with Facilities, Entertainment & Auction Committees to put map of event area in program and notes on starting and ending times for events (entertainment, Wall of Wine, silent auction closing, etc.)
- Submit records of any in-kind donations to Finance Chair
- Order identifying “clothing” for Rotarian workers, e.g. visors, vests, etc.

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Parade Committee – Parade on Monday, June 23

Reports to President & Event Chair

Jerry Hromatka

- Secure reservation/location in parade with Park & Rec Dept.
- Arrange with Marketing Committee for printed hand-out materials/flyers
- Determine what type of presence to have in parade (float, car, golf cart, bicycle, wagon, etc.?)
- Locate and gather any Rotary signs, banners, etc. that may be used
- Arrange for parade volunteers, including any pre-parade work needed (decorating, etc.) and walkers to hand out flyers
- Submit records of any in-kind donations to Finance Chair

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Sponsorship Committee

Reports to President & Event Chair

Garrett Jensen & Ron Riach

- Set up range of sponsorship levels, defining benefits, if any (See ideas for structure from Lakeville on next page)
- Set deadlines for securing major and secondary sponsors
- Develop list of prospective sponsors (resources include Roseville Visitors Center-Julie Larson and Chamber of Commerce)
- Set schedule of mailing letters and follow-up telephone calls or in-person visits
- Work with Marketing Committee to develop letter format and scripting for calls or visits
- Coordinate information with Website Committee as soon as sponsors are confirmed, including providing logos
- Seek any possible in-kind donations from companies/corporations (e.g. signs, banners, glasses, event favors, etc.)
- Work closely with Auction Committee to avoid duplication of requests
- Work closely with Marketing Committee to gain media sponsorship, especially Pioneer Press & Star Tribune
- Send thank-you/acknowledgement letters promptly after receiving commitments and after event
- Submit records of any in-kind donations to Finance Chair
- Be sure all committee members and all Rotary club members know the various levels of sponsorship

Examples:

Lakeville Sponsor Levels

A. EVENT SPONSOR -\$10,000

1. Get 12 tickets
2. Prominent event sponsor promotion: name on posters, in/on media ads, program, tickets, website, etc.
3. Recognition in all press releases
4. Full page program ad
5. Banner recognition/welcome table
6. Taste of *Roseville* website link

B. PLATINUM \$5,000 - \$9,999

1. 8 tickets
2. Platinum recognition on all promotional material
3. ½ page program ad
4. Banner recognition (i.e. at Wine Tent, Silent Auction, Live Auction)
5. Taste of *Roseville* website link

C. GOLD \$2,500 - \$4,999

1. 6 tickets
2. Gold recognition on all promotional material
3. ¼ page program ad
4. Taste of *Roseville* website link

D. SILVER \$1,000 - \$2,499

1. 4 tickets
2. Silver recognition in program and website
3. Sponsorship banner at a restaurant tent

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Ticket Committee

Reports to President & Event Chair

Rob Davidson & Art Anderson

- Works closely with Finance Committee and Marketing Committee in determining the ticket price (e.g. \$30 advance, \$35 at door?), ticket type/style, point-of-sales signage needed, etc.
- Set number of required ticket sales for members (e.g. 10) and make clear that Rotarian member volunteer is free, but spouses must pay
- Be certain that all tickets and ticket materials say “ADULTS ONLY- Must be 21”
- Determine ticket sale locations (retail, business, etc.), as well as point-of-sale location and logistics
- Distribute list of sales locations to club members, Marketing Committee Website Committee
- Procure Bankers bags - label & number each bag
- Develop a sales log to go with each Bankers bag.
- Monitor ticket sales on a weekly basis
- Make clear a policy of no sales at outlets on day of event. Make all collections from outlets at end of business on day prior to event
- Arrange for ticket sellers at entrance of event
- Determine need for/arrange for “Will Call” volunteers at entrance of event
- Arrange for “ticket collectors” (6?) at entrance of event, with buckets for ticket stubs if there is a door prize
- Make information clearly available (through Marketing Committee materials?) when ticket holders need to be present to win, e.g. door prize
- Provide dedicated collection point (bucket, etc.) for ticket stubs at entrance (for door prize drawing)
- Submit records of any in-kind donations to Finance Chair

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Website Committee

Reports to President & Event Chair

Justin Miller, Webmaster

- Set up calendar/timeline of promotion activities
- Post map of event location or possibly link to Park & Rec., Mapquest, etc.
- Post all event updates on a regular basis
- Note sponsors on website as soon as they are confirmed by Sponsorship Committee and post logos
- List some of “big” or interesting auction items as soon as they are confirmed
- Set up payment service, e.g. Pay Pal, for ticket orders
- Submit records of any in-kind donations to Finance Chair

TIPS for all Taste of Rosefest Committees

- ☀ Review your committee description to be sure you cover each noted item.
- ☀ Any questions or concerns about any aspect – email co-chairs Greg [greg.pederson@pinehurstbank.com] & Jeanne [jmatlock@pro-ns.net]
- ☀ As co-chairs, you may want/need to have additional committee help, (beyond yourselves as co-chairs). Look at the club website (<http://www.rosevillerotary.org>), log in (*Harris* is password) and check the membership roster in the *Member Access* area and the club organization chart in the *About Roseville Rotary* area. Look for members who are not doing other Rotary jobs (Board, committees, TOR, etc.) and especially try to get newer members involved. Inform Greg & Jeanne who these members are. Make a copy of your committee description for each member (or ask Jeanne to send electronically).
- ☀ Coordinate between committees where there is overlap. Most points of coordination have been noted in your committee descriptions, but something may have been overlooked. Check with Greg & Jeanne if you have questions about this or about who is responsible for what.
- ☀ Get estimated (or actual!) budget figures to Kevin Kelly [kkelly@scbnet.net] as soon as possible so that he may develop projections for goals (ticket sales, raffle, etc.)
- ☀ Hold scheduled meetings of your committee (notify Greg & Jeanne also) to complete your committee work. Do not bring committee work to the “All TOR Committees” meetings.
- ☀ At “All TOR Committees” meetings, report on your committee work and status, trying not to bring decision-making issues to these meetings.

3/4/2009