



NOTES FROM THE TIERRASANTA 50TH ANNIVERSARY EVENT PLANNING COMMITTEE

zoom meeting held on 14 Jul 2021 at 6 PM

T-50 Event Planning Committee Members: (*italics = did not participate in the meeting*)

- TF:** TK Keliinoi: president@tierrasantafoundation.org, cell: 619-990-6633
 Eric Germain: treasurer@tierrasantafoundation.org, cell: 619-200-1928
 Joyce Muinos: jmuinos@sbcglobal.net, cell: 858-371-9917 (also TJWC)
 Carmen Cruz: carmen.cruz@servicenow.com, office: 858-414-4732
 Kim Klecan: kim@santerraproperties.com, cell: 619-261-9612
- TJWC:** Terri Stowe: terristowe@att.net, cell: 858-336-1917
 Angela Martin: angela4fun@gmail.com, cell: 858-437-3825
- Kiwanis:** Mike George: mgeorge2@san.rr.com, cell: 858 245-1421 (also TLC)
 Hani Shatila: drhani09@gmail.com, cell: 858-354-9353
 Clint Messerschmidt: clintonmesserschmidt@yahoo.com, cell: 858-740-4861
- Serra F:** Kristina Hepburn: mrshepburnss@hotmail.com, cell: 619-997-0769
- TLC:** Scott Olson: scott.olson@me.com, cell: 619-753-4875
- At large:** Jan Whitacre: janwhitacre@gmail.com, phone: 858-335-6264 (also Kiwanis)

Call to order: Tom Keliinoi (TF) called the meeting to order at 6:00 PM,

Important Notes:

- Signature Drink party:** Terri (TJWC) is hosting a drink-off at her house on Friday at 5PM. The goal is to select the event's "signature drink" to be served at the Cantina. All committee members (and spouses) are welcome to participate. If you're bringing a drink for the competition then let Terri know asap.
- Next Meeting:** The next meeting of the full T-50 committee is in 2 weeks on Wednesday, July 28th. This will be an in-person meeting at Tierrasanta Mexican. Please put this in your calendars.

NEW Decisions made at this Meeting:

- Target attendance:** The committee noted changes to the seating plan, agreed on a target of 800 attendees, and agreed the planned tables and chairs support this number.
- Event Lighting:** Scott previously suggested providing under-side lighting on the magnolia trees located on the six light-pole landscape islands in the parking lot. Power is available at each light pole. The committee agreed that TLC should provide this lighting, rather than the event having to go out and buy said lighting.

5. **Security Lights:** The committee agreed with the need for lighting to be positioned between TLC and the adjacent parking lots: 1) on the gravel road and stairs leading up to the 7th Day church, and 2) near the stairs and dirt path leading down to the Rec Center. These are needed for safety because otherwise many people will be walking to their cars in the dark. Request either the Security Lead (Hani, Kiwanis) or TLC take this for action.
6. **Event Layout:** the committee noted proposed changes to the venue layout, including:
 - a) The addition of three hand wash stations
 - b) The addition of two dumpsters, one for trash and one for recycling
 - c) The removal of some general admission tables to free up pathways for getting around and to give space for more vintage or special vehicles on static display.
7. **Premier Seating:**
 - a) The committee decided NOT to grant a free table to each of the five families, and that a “family” that wants a table should pay for the table.
 - b) TK reported he has 7 of the 13 tables already booked (though none are paid for).
 - c) TK is the Lead for the Premier Seating area, and he has someone to take charge of the table decorations (table cloths and center pieces) for these Premier tables.
8. **If the event Makes Money:** (this is the same note as in the previous set of minutes)
TF proposed that if the event results in a net profit, after all expenses are covered, then these profits should be dispersed equitably across the “five families” depending on each “family’s” level of participation in the planning and conduct of the event. Participation to be measured in terms of:
 - a) Attendance at the planning committee meetings, and
 - b) Assuming leadership for a component of the event, performing its planning and coordinating details prior to the event, and performance of these duties as activity POC during the event, and
 - c) Providing volunteers to work the event.
9. **If the event Loses Money:** (this is the same note as in the previous set of minutes)
TF proposed that if the event results in a net loss, after all expenses are covered, then these losses should be paid as shown below:
 - a) If the PettyBreakers band is covered by the county grant (very likely), then TF agrees to pay the first \$5,000 of the shortfall, but after that the remaining shortfall should be paid equitably by the “five families”.
 - b) If the PettyBreakers band is not covered by the county grant (very unlikely), then TF agrees to pay for the band plus the next \$5,000 of the shortfall, but after that the remaining shortfall should be paid equitably by the “five families”.
 - c) None of the five families (besides TF) were in a position to agree with this proposal, but they agreed to seek approval from their respective boards.

10. **Food Booths:**

- a) Joyce reported she has a “soft yes” from three restaurants: 50-9-50, Tierrasanta Mexican and Homestyle Hawaiian.
 - b) She has people going to Gaetano’s and Choice of Mandarin to see if they will sign up, and she is working on some sort of dessert for in the evening.
 - c) It is likely we’ll ask Long Island Mike’s to donate pizzas for the 8PM “munchies hour”.
 - d) It was agreed that the core food service period was from 5 to 7 PM, but ideally our restaurant vendors would come prepared to serve food from 4 to 7 PM.
11. **Cantina:** Joyce asks that if anyone is seeking a beer or wine (or other) sponsor or donor then please let her know.
12. **Kids Activities:** Carmen reported the plan is to have a photo booth near or in the Kids Zone area.
13. **Sanitation:** The Tierrasanta vendor for luxury porta potties does not have an ADA-suitable unit to rent. We will need to look for this with a different vendor, probably United Site Services (the vendor we’ll use for the security fence).
14. **Vintage Cars:** Mike will try to book the Scooby-Do car with his friend. Kim
15. **Vendor Booths:** We need someone to be in charge of the vendor booths and POC for the booth sponsors. This is not something we’ve talked about so far.

Other Notes & Member Comments:

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1. We need someone to serve as Event Director, the primary duty of which is to follow the schedule and keep the Emcee on time.
2. We need a Volunteer Coordinator who will oversee the volunteer support, the primary duty of which is to ensure only legit volunteers with real duties gain free admission to the event.
3. We need someone to move ahead with advertising and promotions. TF has never been very good at this.
4. As noted above, we need someone to run the vendor booths, to solicit vendors/sponsors and sell booths, and to be their POC on event day when it comes to setup and tear down.
5. Urgent: TF needs to figure out how to sell tickets for the event (hopefully some form of e-ticket).
6. TLC: is it ok to use chalk on the parking lot? This will aid greatly when the rented furniture is being set up.

The meeting adjourned at 7:00 PM.