

BOARD MEETING MINUTES

Venue: 3181 Soldiers Home Road,

Time: 2:00 pm

Present: Renu Bajaj , Charu Balachander ,Rashmi Chaturvedi (on skype), DeepaDivakaran, Lakshmi Garimella, Punam Mittal, VeenaSagi, Hema Suresh, Riwitti Roy,

Agenda

COI Planning

1. Go down IWA list, divide the names amongst us and call them to find out what they would be involved in examples, are food committee, decoration, marketing, merchandise
2. Call the yakshagana artist, PIDC, Bhangra, Raas, (publicity, pictures,) and African Drum Group. Tell them we need their pictures and that we will be getting a lot of publicity from the event
3. Marketing strategy--

Weekly emails with some information going out such as save the date etc.

marketing posters, create content, flyer, need to have a dedicated team to send emails, maintain facebook, messages,

contact organizations in nearby communities.

Look at Indian programs on TV channels that we can market to.

TV Asia, Zee TV, show case indian community TV 18;

4. workshop-- dance, music instruments, mehndi, yoga (limited such as surya namaskar)
5. Idea for involvement of IWA kids

east side-- rath yatra

west side-- garba (dandiya) , teenage kids

south side--Kollatam,

north side-- Krishna radha raas,

pan india--musical piece, get a professional teacher, one fusion or one Indian and one western

6. Misc

IWA board has to come up with the business model for the vendors

letter to Lafayette/west Lafayette mayors, purdue president, ICRW president,

Contact interested vendors for fashion show, vendors can have a booth we will have models who can show case their goods.