

Indian Women Association
03/25/2009
Tanuja Sheth's House, 8:30 p.m.

Board Members Present: Asha Agarwal, Lakshmi Garimella, Kumari Govindraju, Padma Subramaniam, Shireen Hafeez, Tanuja Sheth and Aparna Puri

Meeting was called to order at 8:40 p.m.

Program Sequencing

1. Lakshmi and Kumari started by handing out information on the program items and the cost of the program. The program length is estimated to be around 80 minutes long. Since the cost of the hall is fairly significant it was agreed by the board that the sequencing of the program should be such that it will minimize time lags, and thus be more economical. The board discussed possible sequencing and requests of mentors of programs. Komal Kumar's request that the show end with her "show stopper" item was discussed and agreed upon. Before that item is Subra's skit. The time between stage setting and dismantling for the skit is the ideal time to do the instrumentals at the front of the stage. The little kids program should be done first and most of the song-dance sequence will be stacked in the middle. Tanuja will work on the final sequencing of the program for the 18th April and e-mail to all for review, before sending it to Sujatha for printing.
2. The show will start with the National Anthem played on a CD.
3. By April 1st or 2nd Kumari and Lakshmi will have the time slots figured out for rehearsals on the 17th. By April 3rd Aparna will e-mail practice time slots to IWA members so that members can get their schedules updated. Each group will probably practice at least twice. It was agreed not to give a standard time allotment to each group because the length of each program varies significantly. Kumari and Lakshmi will figure out who practices when based on working parents' schedules. Practice is open from 4:30-8:30 on the 17th.
4. It was decided to tell members to have available 2 CD's of their music. Lakshmi and Kumari were told to double check from Harrison of the required formatting of CD's.
5. Lakshmi and Kumari informed the board that Harrison will need to be told of the final count of tables for art, ticket check-in and food by the 16th April. Tanuja and Aparna will go to Harrison the week of March 30 with Lakshmi and Kumari to take a look at the arrangements and the space. Lakshmi will set up a time around noon and inform Tanuja and Aparna.

Dinner

6. Aparna briefed the board of her conversation with Anita Kumar of Khana Khazana. Anita will like to serve IWA first and not SASA which has a show on the same date. She agreed to do any menu for \$9/person. She will guarantee not running out of food as long as she takes her food back. She is open to being told a final count till the 15th / 16th and is willing to add extra people (20-30) till the morning of the show and at the door (20-30). Since the capacity of the auditorium is 700 and cafeteria is 400, it was decided not to turn people away but to sell tickets even at the door, albeit at a higher price. Padma asked to have Anita set up two different areas/tables for food, each having two lines to expedite the process of serving dinner.

Gifts for participants, Ticket Prices, Cost of Program

7. The board is very cognizant of the fact that the cost of the program is very high given the necessity of renting Harrison and all custodian/stage manager services for 2 days. In order to reduce costs Aparna proposed to eliminate giving gift certificates to participants. After a brief discussion the board agreed. Since the community is growing and we need to find suitable venues with large auditoriums IWA's costs are going up.
8. The time of the program will be 5-7:30 p.m. – cultural show and 7:30-9:30-dinner.
9. Aparna handed out spreadsheets of previous expenditures, estimated expenses and proposed ticket structure. She put forward two proposals. The first detailed dinner and show ticket prices for adults, and kids 5-12 for members and non-members. The second proposal broke down the ticket prices and gave attendees the option of coming for dinner alone, show alone, or dinner and show. As with the first proposal, there were different fees for members and non-members. Aparna pointed out the benefits of the second proposal because of several reasons. Firstly, it showed to our members that the reason the ticket prices are high is because of high rental costs. IWA board members have investigated all three school systems and Harrison was the best option. Secondly, it promotes good will by giving our members options even though it somewhat complicates ticket selling and check-in process. The board unanimously agreed to go with the second proposal. Next, a detailed analysis of the price structure ensued. The price of just the auditorium alone per person came to a little over \$10. With food included it comes to \$20. If we have enough guests we could charge a lower price but IWA board decided not to go too much in the negative. In fact, it tried to avoid that at all costs. It was decided to charge non – members significantly more, to show our members advantages of becoming an IWA member and to encourage those who are not members to join IWA. IWA board understands that the majority of our revenue is going to be from our members. It decided to go with a below cost ticket price for members (cost is \$20- ticket is \$18) because it is hoping that the non-member price and the large attendance will offset the negative difference. To better estimate the food that needs to be ordered Padma and Shireen suggested

eliminating altogether the dinner only category. This will simplify check in also. The board agreed and the final ticket structure was decided to be:

	Dinner and Show	Show only
Member adult	18	13
Member 5-12	12	6
Member under 5	free	free
Non-member adult	25	16
Non-member 5-12	16	8
Non-member under 5	free	free

At the door, a limited number of tickets will be served based on the boards calculations and on a first come first serve basis. At the door tickets will be at an additional cost of \$5/ticket.

10. Sujatha Ramani has agreed to design the Holi programme, and will be told to have it ready by the 15th April.

Volunteers

11. Out of the six committees that Shireen drew up for which IWA needs volunteers, only the ticketing committee has 7 volunteers. Additionally Asha volunteered for the ticketing committee also. Padma decided that she needs only four volunteers and chose Amisha Shah, Kavita Pai, and Deepa Devankar to help her sell tickets, based on location. Sujatha Ramani, Shilpa Lodha and Renu Bajaj will be informed that they can volunteer elsewhere. Dinner committee has Aparna, Rakshi Ahsan, Sangita Kolla, Medha Gore and Asha Agarwal. Decoration Committee has Uma Peeta and Asha Agarwal. Art Committee has Aparna and Kumari. Program Committee has Kumari and Lakshmi, helped by Uma Peeta, Hema Prabhakar, and Hema Suresh. The Check-in committee is headed by Padma. Asha, Aparna and other board members will help her. It was decided that IWA will take the help of at least 4 people (paid -\$30 each or volunteer) to facilitate efficient check-in. Other volunteers to be contacted are: Sujatha Ramani, Renu Bajaj, Shilpa Lodha, Bharati Ragothamma, Geetha Ramaswami, Uma Peeta, Vidhya Merrugureddy, Meena Narsimhan, and Pramilla Puri. Kumari and Lakshmi will contact Uma Peeta, Hema Prabhakar and Hema Suresh. Shireen, Lakshmi and Aparna will contact the volunteers via phone. Tanuja and Aparna and other board members will help wherever needed.

Check-In process

12. Four people will be hired. Ellora Gulati's daughter and friends need volunteer service. They may be paid maximum of \$30/person if necessary. Padma will contact them. Tanuja will contact the Sai Baba group and Rajini to see if we can get some people to help. Three tables will be set up to check-in members, alphabetically divided by last names. At check-in, those having dinner will get a stamp on their hands. They will also get a member's directory. The fourth person

will check in non members and guests who have not purchased a ticket. At the door only a limited number of tickets will be sold based on dinner count etc. At the door ticket prices are \$5.00 extra. People are to provide exact change or write a check payable to IWA. Check-in help is critical because the boards attention will be divided in several places and we need entrances monitored at all times.

Directory

13. Tanuja and Aparna will get all the info to Padma by March 28th who will then work on the compilation with Veena. Aparna will work on the pages of rules/bylaws while Tanuja will work on compiling the member's info for Padma. The directory will be pre labeled and handed out during Holi to cut mailing costs. Tanuja shared a Purdue women's directory with Padma to discuss the formatting. The directory will need to be updated each year. Aparna has contacted the desi businesses but so far no advertisements have come in.

Financial Expenses

14. Aparna informed the members that based on prior discussions with Renu Bajaj and Monal Patel (who have done the book keeping in the past), it was necessary to not have any cash transactions. Padma pointed out that tips need to be given in cash. It was agreed to limit the cash transactions to tips and do the rest of the expenses by checks and debit card. Padma will do the accounting for the tickets and hand over the income from tickets to Tanuja and Aparna, who will then handle all the Holi expenses including the tips.

The meeting was adjourned at 10:45 p.m.
Minutes taken by Aparna Puri