

Shine With Purpose Beerfest 2022 Recap (6/1/22 phone call)

- Committee style approach is needed, too much for any one person. Monica is chair but need to delegate to subcommittees (rentals, outreach/marketing, brewery coordination, raffle, set-up/clean up).
- Need to create and use binder for year to year planning and improvement.
- Need to meet with Nate before event regarding brewery coordination and what his expectations are (who makes contact, what is being requested, cans vs. kegs, what happens to “leftovers”, etc.)
- Band members (and spouses and supporters) and brewery representatives - need bracelets and need to account for in budget, need to require invoices from breweries when they check in so we don’t get stuck with late and unclear billing.
- Consider not allowing brewery vendors to use cans instead of kegs (check with Nate). Difficult to deal with because don’t get BOGO (buy one get one) deal the same way that we get with kegs, and breweries charge us for cans but then take unused cans back with them even though we are charged for them.
- Raffle – need pop-ups to cover raffle items (should Shine with Purpose purchase pop-ups?) and need to consider heat when selecting raffle items (e.g. cookies melt), need to have “talking points” for raffle ticket sellers and brief table tents regarding the purpose and cause of the raffle (need to answer raffle ticket buyer’s question of “what is my money going towards?”).
- Need more help with set-up and take-down, have extra helpers because experience has shown that not all that sign up for set-up and take-down show up, need to send out reminder the day before to those that have signed up for set-up and take-down.
- Consider Webb Street entrance for breweries.
- Webb Street access is not secure, non-ticketed persons are sneaking in. Consider security firm rental, is it needed/required for ABC license or for other reasons?
- Early numbers \$26,718 in deposits (raffle, sponsors, Venmo ticket purchases, Eventbrite), \$3,695 in expenses.
- Control of leftover beer (kegs and cans) – do we care, should they go to Shine with Purpose (cans) or to Gander (kegs) – check with Nate.
- Need to better handle trash, consider dumpster rental and Shine with Purpose purchase of plastic trash containers (existing dumpsters become full, cardboard temporary trash containers are messy).
- Need more tented/shaded areas depending on weather forecast (e.g., one large tent, large umbrellas, etc.), does Shine with Purpose purchase pop-ups?
- Consider having event messaging to encourage attendees to bring their own chairs.
- Need to take advantage of Eventbrite sign up and create e-mail list for other Shine with Purpose events and promotions.
- Ice delivery/short term rental of ice maker/storage unit (reserving ice at stores and delivering and replenishing ice supply is time consuming and difficult).
- Discuss the following with Nate – brewery coordination and his expectations, what to do with “leftover” beer, use of dumpsters, better secure Webb Street area, payment for volunteers with food at Gander purchased by Shine with Purpose.