

## Gala 2010 Meeting #2

December 13, 2008

### In Attendance

Gail      Annette      Ray      Lydia      Sharon      Lin      Kathy

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**Club Business**      New Member: Welcome new member Kathy Herriot and her Mini Australian Shepherd.

SOCAN: We do not need a music license for any residences (Care Homes) or for fundraisers as long as no one is paid. We also do not need a license for a building with an existing license (TradeX, Cloverdale Fair Grounds, Alice McKay Building)

Mats: Moved (Annette/Lydia) to purchase 40 new mats.

Discussion: We've discussed the purchase of new mats several times but haven't made any decisions. US Costco no longer carries them; Canada Costco still does. To ensure we can find the same mats, we should move now. Twenty mats are damaged.  
Gail would be able to look for and purchase the mats. Carried.

Island Fling: June 28, 29. Location TBA.

## GALA

### Fund Raising

Sponsorship Sharon has received from the Cheyenne Corporation \$1000 US or \$1232 Canadian to go towards a computer that will enable Ray to produce a professional-quality sound track.

Computer: for purchasing computer from them, *Long and McQuaid* will allow Ray to finish the sound track at their professional studio at no cost and will also load the computer with Pro Tours software and lend Ray some hardware. Total cost: \$1550. Ray has ordered the computer.

### Other Sponsorship:

Lin will prepare a sponsorship package we can give to companies we approach. It will include photos of the theatre, an overview of our GALA, photos of dancers and kite-flyers, anticipated audience and media coverage, and what we will give them for their donation. Suggestions: three tiers (Gold, Silver, Bronze) depending on the size of the donation. Each tier would receive a different amount of space (for posters, in program, on Gala posters) and vending tables.

Since companies plan budgets a year in advance, we should be prepared to approach companies this spring. We will make a list of common donors (Pet Smart) so that we don't overlap.

Lin will also create a club card for us which we could also include in the package.

### Events

Golf Tournaments: Russ could get pretty good deal for Tall Timbers—Round of golf, dinner, and drink for \$20. We would charge \$40. We need to set a date. Kathy will investigate some executive courses in the Surrey/Langley area as well.

Bowling: Aldergrove: will close off lanes and provide rooms where we could have a raffle or silent auction. We can also drink there. Lanes include disco lighting and fun games. Gail will investigate.

Senior Center: We could host a demonstration at Brookwood and split proceeds with the senior center. We would have to shrink the floor space and our routines.

Burger and Beer Night: On a \$20 ticket, the club gets 11, pub gets 9. No shows, club makes full 20. (anyone want to check this out?)

Raffles: We have a set of jumps - thanks to Gail and a brand new, top quality medium-sized crate thanks to Sharon. Would be best to raffle these at events such as obedience, rally, or agility. We could run the raffle over a period of time. Let's say the jumps this spring and the crate over the summer. Would anyone care to investigate this?

Silent Auctions: Ours, at the McKay building does not do as well as Carolyn's - partly because of the space and time. Annette could pick up some items in Beijing, but we need to make sure some money is made. A couple super items went for practically nothing at our spring event.

Workshops: Ray is holding a 2-day dance workshop January 31, February 1. Club will make \$300 - 400 if the workshop is completely full.

The US members aren't keen on crossing the border. Our local club could sponsor one in the new facility that is opening soon near Mt. Vernon. Gail will keep her eye on that and keep in touch with Carolyn re. dates. Ray would be happy to give a workshop.

T-shirts: Annette will check in Beijing and Lydia has catalogue and costs from a local printer.

Videos: Lydia waiting for reply from AVLA regarding process and cost of this endeavor.

Next Competition (2010 April) try for a school gym or Langley Event Center to attract a bigger crowd.

## **Fund Raising Records**

We need to keep track of sponsorship and other funds and expenditures. Would be best to keep an account separate from regular club funds. If necessary, we could transfer money from club funds to GALA funds, keeping in mind that the GALA weekend also includes a two-day competition. We would also need to keep a list of people to thank. Already on list: Long and McQuaid and Cheyenne Corporation.

## **Prizes**

Annette will pick up some samples from Beijing: Jackets, vests, feminine T-shirts

## **Program**

Lydia will interview Ray, founding members, and kite flyers for bios and history, and will ask former members for photos and/or permission to use their photos.

Jan has the album - and can make that available to Thomas when he is ready.

Thomas (Annette's son) has agreed to format the program.

Once Ray has the story line, he will provide that.

Recorder not clear if Thomas has idea on printer, but Bob also knows printers.

## **The Event**

### Bell Center for the Performing Arts

- Ray, Lin, and Annette visited and found it an excellent site.
- floors are linoleum, walls - concrete. Dog rooms will be fine. Quiet area for crates
- 2 massive dressing rooms - tons of room and mirrors, 2 smaller dressing rooms
- theatre holds 1100 but doesn't seem really big, great view from everywhere
- excellent acoustics
- 2 big video screens (for between exhibitors during competitions)
- judges' seats right in the audience (can block off a row of seats and set tables in)
- big foyer for vender tables which they will skirt
- they do the tickets (\$1.50 charge per ticket) they supply box office person and usher. After the event - take off 1 more dollar per seat used.
- should be able to book on line by the time we need it. \$5 per booking. ie. 2 tickets or 100.
- Annette will book: Saturday - 12 hours 10 - 10/ Sunday - 6 hours 10 - 4
- Rehearsal: Friday - Show time: 7:30 evening performance

### Costumes/scenery/make-up

- once Ray gets started - other jobs will crop up
- needs someone to give ideas to re. costumes.
- needs someone to give ideas to re. scene changes/back screen
  - Brookwood mural set: fantastic, very professional
  - Gail has card of woman who does mural- would take three weeks

- Drama teachers: tech people - teach the kids how to do it. Good experience for kids
- Make-up (many people done up quickly) Make-up room set up for this.
- tech people: they give us one and we need to pay for two more.
- students would do some minor tech: Lin is a trained, experienced stage manager.
- Gail will contact Brookwood drama dept. for make up, stage help.
- Lin will be able to pick up some sets/other things from productions that we could repurpose.  
We can store the stuff in Sharon's barn.
- Gail to check with Brookwood re. costumes
- Theatre schools looking for projects. Call tech director. Lin will ask husband Colin for contacts.

### **Insurance**

- Marilyn has already contacted insurance people. They require 2 million; we have 5 million.

### **Publicity**

- invite media to rehearsal
- create a promotional video with dogs and kites. (Lydia waiting for reply from AVLA.)
- Posters - size up - box office size. (Bell has a box-office)

### **Other Performers**

- invite people do routine to fit with the kite/dog thing. Liaise with Ray.
- mood builder, related routines.

### **Proofing dogs**

- train with lights (Gail will check to see if we can train at Brookwood occasionally)
- we will make mock kites and eventually train with kites and kite flyers

### **Next Meeting**

- TBA