

## PPHC Board Meeting- June 7, 2011

### Courtyard Columbia

**Acknowledgments:** The PPHC Board would like to extend its thanks to Basil and the crew of the Courtyard Columbia Downtown for all of their help and support in making Fin Fest XII fun for all and smoothly executed.

**Items Discussed:** The following points were discussed amongst members of the Board and staff of the venue regarding the execution and feedback of Fin Fest XII, as well as suggestions and considerations to made for Fin Fest XIII.

- The general feedback for the event was very positive.
- PPHC and the Courtyard will stick with Memorial Day weekend as the permanent date window for future Fin Fests. If the date is adhered to and cultivated, Fin Fest could become a holiday weekend travel destination event for out of town parrotheads.
- To maintain the viability of Fin Fest as 3 day event and maintain profitability for the venue, a few suggestions were offered up. First, a proposal to extend the hours of the event to include Sunday evening, as some felt the event ended too early. Second, a change the band lineup was proposed and seconded.
- There was discussion on how to gather more feedback by sending out surveys to guests at the hotel, attendees, Trip Advisor, etc.
- It was decided that there should be separate daily rate to attend the event in addition to the 3 day rate. Pricing should be decided accordingly to encourage people to stay for the entire event.
- Feedback on the bands was generally positive, but some lineup changes might be more budget friendly and strategic profit-wise. Suggestions included:
  - Having bands like Rum Punch Bandits and Homemade Wine on Saturday to keep the party atmosphere going throughout the day.
  - Booking a Jimmy Buffet tribute band, Caribbean Cruisers were mentioned specifically, or a local group/performer to kick off the event on Fri night.
  - Having someone like Jim Morris on Sun evening to encourage people to stay through the weekend.
- Staff/event t-shirts for hotel staff and personalized event badges were proposed.
- Logistical suggestions, i.e. band setup needs, towels, poolside seating, cleanup, etc., for future events were discussed.

- Advertising needs and timelines for future events was discussed. I.e. banners, radio promotion on Beachfront Radio and Air Margaritaville, menu availability, beverage selection provided etc.
- There was a need to be clearer in signage advertising brunch on Sun, particularly regarding price and inclusion of drinks.
- The Board will move forward with procuring a dedicated event website (Fin Fest.net is available) which will be advertised in the MOTM brochure. There were 1300 hits on the existing site and this website will include full details (schedule, menus, registration, donations, contacts, sponsors, etc.) and will encourage early booking.
- Activities to encourage more participation and make the event more family friendly were discussed. As was a PPHC merchandise table.
- There was a proposal to branch out with charity support; one proposed charity was the USO, which with keeping the Memorial Day weekend date would be holiday appropriate.
- Discussed was a need to make an updated list of current PPHC members with their contact info to increase and improve club communication.
- It was also proposed to form club committees to stimulate club participation.

**Items to be addressed at later date:** The following items were proposed during the meeting and would be more prudent to be discussed at subsequent meetings.

- Games and activities at Fin Fest, i.e. bobbing for jello shots, a rubber duck pool race, corn hole, door decorating contest, Buffet themed costume contest etc.
- Band suggestions and lineup.
- Personalized event badges.
- Signature cocktail for the event and contacting sponsors and distributors for contributions and drink promotions (sample tables, etc.)