

COA Festival Advisory Committee

MEETING MINUTES

CCCConfer Teleconference

August 16, 2005

A. WELCOME AND CALL TO ORDER

Chair Stu Van Horn called the meeting to order at 11:00 a.m.

A. UPDATE/CHANGES TO OFFICIAL ROSTER OF FESTIVAL ADVISORY COMMITTEE (FAC)

The chair requested updates to the existing roster and asked that updates be emailed to the COA office at Intern@coasports.org.

B. RECEIPT OF NEW FESTIVAL GRAPHIC

The chair indicated that the festival graphic was recently posted on the COA website. The graphic will be utilized with all print and electronic communications. To obtain a copy of the festival graphic, email Deadie@coasports.org.

D SCA MEETING SCHEDULE(S)

The chair requested that sport coaches association leaders review the document identifying SCA meetings to be held in conjunction with the festival competition. The chair asked that each association review the roster of meetings to ensure that all meetings of each association appear in the document. The deadline for final changes is September 16, 2005 (*Microsoft Publisher document attached to Minutes distribution and also available for viewing in Festival pages of www.coasports.org*)

D. REVIEW OF SCA STUDENT ATHLETE EVENT

The chair reviewed the SCA student athlete events being coordinated by each SCA. As of August 16, 2005, the following chart identified the current commitments of SCA's with the special student athlete event activity:

SCA Name	Name of Event	Date of Event	Start & End	# of Students expected	Coaches association coordinator	Description of Event
CCCFCFA	Championship Banquet	12/9/05	7:00pm – 9:00pm	160	Mark Gritton	Banquet w/ keynote speaker

	Hospital visitation		Afternoon			
CCCWPCA	Team Banquet	11/17/05	6:00pm – 8:00pm	200	Pete Snyder or designee	MC/Speaker
CCCWVCA	Student Athlete Banquet	12/9/05	10:30am – 1:00pm	100	Kanoe Bandy	Luncheon banquet with motivational speaker
CCCMBCA	Final Eight Participant BBQ	3/9/06	7:00– 8:30pm	120	Rob Wojtkowski	BBQ with DJ @ FCC
CCCWBCA	Banquet of Champions	3/9/06	6:30 – 9:30pm	120	John Taylor	Dinner with all teams from the elite eight
5CTCA	BBQ	11/19/05	10:30am – 1:00pm	300	Rick Anderson	BBQ for all runners and coaches
CCCLGCA	Championship Dinner and/or Awards Reception	11/13/05	6:00 p.m.	72	Dean Glass	Dinner for teams at host hotel
		11/15/05	Afternoon	72	Dean Glass	Awards reception
CCCWCA	Wrestling Clinic	12/8/05	3:30-6pm	200	Bill Kalivas	Wrestling Clinic for J/HS athletes
	Athlete Banquet	12/10/05	6:00 p.m.	160	Paul LaBlanc	Dinner with speaker @ FCC
CCCSCA	Dinner	12/9/05	6:00 p.m.	200	Geoff Smyth	Dinner w/ speaker at APU

C. COA CHAMPIONSHIP FESTIVAL ROOM BLOCK

The chair reviewed the current room blocks established at various Fresno area hotels to house teams participating in the festival. The majority of the room block set aside for the festival teams feature double-double bed accommodations with limited non-smoking king rooms reserved for coaches and select staff. In most instances, the hotels have additional rooms (both double-double and kings) beyond the contracted room block for teams. This should allow non-participating coaches to lodge at the hotels designated for teams in each sport (*Microsoft Word document attached to Minutes distribution and also available for viewing in Festival pages of www.coasports.org*)

D. T-SHIRTS, TICKETING, PROGRAM COVER COLLABORATIONS

The chair introduced several information items during the meeting. The following is a brief overview of each new information item:

- Ticketing. The COA is funding the cost for development of printed tickets for use at all venues (except XC and W Golf). The tickets will be printed and distributed to event managers/venue directors at the September 15, 2005 meeting. The tickets will be numbered, allowing the COA to use the retention stub portion of the ticket for in-venue promotional activities.
- T-shirts. The COA has been approached by a firm willing to take over coordination, printing and sales of souvenir T-shirts sold by SCA's at each venue. Committee members were asked to confirm their association's willingness to bundle and outsource their T-shirt needs with other sports and allow an outside vendor to produce, sell, audit and agree to a revenue split from proceeds with each participating SCA. The CEO of the T-shirt firm will be in attendance at the September 15, 2005 meeting in Fresno.
- Souvenir program covers. Again this year, the COA will fund and produce full-color souvenir program covers for use by each SCA. The SCA is responsible for completion of the interior pages, printing and delivery of the finished programs. The covers will be completed by October 15, 2005.

- Souvenir program contents. Each SCA is responsible for production of the interior pages of the souvenir program. The COA requested 10-12 pages be reserved for insertion of COA partner and festival sponsor advertisements. The advertisements will be distributed electronically via CD and mailed by October 15 to each SCA coordinator responsible for production of the interior pages of the souvenir program.
- Youth credentialing. The COA announced a commitment to provide all youth participating in SCA activities with a festival T-shirt. The COA will fund and deliver the shirts to sites hosting the SCA activities. Any child wearing a festival T-shirt will be provided free admittance into any festival sport competition.
- Photography. The COA expressed interest in professionalizing the photography component and noted that the office began working with a photography firm to work SCA activities, banquets, clinics, visitations, Adopt-A-Team, and competition. The CEO of the photography firm will be in attendance at the September 15, 2005 meeting in Fresno.

F. VENUE FACILITY REVIEW

The chair noted that COA staff will spend two days in Fresno in late August finalizing the venue agreements. Financial data within those agreements will be shared at the September 15, 2005 meeting during the Event Manager's Workshop. All venue directors were requested to participate in the workshop, which begins immediately following the advisory committee meeting. Core issues are as follows:

- Flooring for W VB championships at Selland Arena

G. EVENT MANAGEMENT RESPONSIBILITIES

COA staff will conduct two identical workshops for all Festival Event Managers on:

- Tuesday, September 14, 2005 at 3:00 p.m. at the Fresno Radisson Hotel, OR,
- Wednesday, September 15, 2005 at 1:00 p.m. at the Fresno Radisson Hotel.

COA staff will provide meeting materials for the workshop and email members once the specific meeting room has been identified by the Radisson.

H. Adopt-A-Team postcard

The chair reported that the Sporting Geography firm coordinating the COA's Adopt-A-Team program is distributing a 'sign up now' postcard being mailed out this week to 563 Fresno elementary school classes. The postcard requests that each teacher sign up his/her classroom to participate in the geography and sport quizzes (all of which exceed California content standards). The postcard is attached for your files.

The next meeting of FAC is scheduled for September 15, 2005 at 9:00 a.m. at the Fresno Radisson Hotel. The chair encouraged all members to attend the live meeting and encouraged Event Manager's to participate in the September 14 or September 15 Event Manager's Workshop. The schedule is as follows:

Wednesday, September 14, 2005 3:00 p.m. Event Manager's Workshop (option #1)

Wednesday, September 15, 2005 9:00 a.m. Festival Advisory Committee Meeting

Wednesday, September 15, 2005 1:00 p.m. Event Manager's Workshop (option #2)

Respectfully Submitted,

Stuart Van Horn

COA Associate Executive Director