

Minutes of Overland Sertoma club board meeting of 12 Sep. 2016

A board meeting was held at C.B. Potts on Sep 12th, 2016. Bruce Chapman presided. Those addressed in this email were the ones in attendance plus John Hanck for info. The main agenda item was to discuss new ideas for an ongoing fund raiser. Ideas brought up for discussion were:

Deak: A fishing tournament patterned after one held in the early 80s. Several large corporate and banking sponsors provided financial support, t shirts, hats etc. were also sold during the event. The contest would be to catch a marked Trout (or other fish) in Horsetooth Reservoir or other large lake over a three day weekend. Prize money offered then was \$250,000, and could be higher. This event drew approximately 1000 fishermen from the Denver area as well as many more from the surrounding area. Entry fees could be asked of 25 to 50 dollars each., Much coordinating with entities like potential big sponsors, Larimer County, Colorado Parks and Wildlife etc. would have to happen.

Truman: An adult drink sales tent at the Good Guys car show at the County fairgrounds in late summer. As Budweiser had an adult drink sales tent at the most recent event, it might be possible. The fair board may or may not approve, and may show loyalty only to Bud.

Steve D. "We want something unique and large scale". Another golf tourney would probably not work due to many other similar events. Selling items at events was brought up, but it was felt that this has not been very successful (lucrative) historically. Silent auctions are another possibility, using targeted marketing.

Larry: As Houska Automotive of Ft. Collins has worked with us in the past on several different events, and give aways to charities, they might prefer to work with us again at events like beer sales or other fundraisers.

Bruce: Pattern a pizza challenge somewhat like Frisco's BBQ challenge. Their event is apparently sponsored by the Summit Foundation, draws in about 70-80 businesses, and has been going for approximately 20 years. It is large and lucrative for them. An estimate of 30,000 people attend this June event each year. It is run much like the Peach Festival. Beer sales would be a part of it. It would have to be in Ft. Collins close to CSU to attract the young people. Mantooth Marketing, a marketing and public relations firm, could be brought in to help initiate this or any other new larger money making event that we come up with. More investigation on this would have to be done with respect to: how many of the local 37 pizza businesses have portable ovens and would like to participate, how would we make our profit etc. It would be something that would grow throughout the years just as the Frisco event has done.

Will: Pattern an event much like Vancouver, Washington's Dozer Days. This is an event where young people can drive heavy equipment and hear those operators tell about the equipment and what it is like to work with them. There would be a charge for each participant, and some businesses that operate such equipment would have to be solicited, and a proper location would have to be found. Money could even be made by charging a parking charge to such an event.

Steve W. We could have a raffle to the Superbowl , which might include airline and hotel. We could sell tickets for approximately 100 dollars each. Also a rodeo event such a bull riding, and have it 2 to 3 times per year. Professional rodeo people would have to be approached on this, to see how we could make it work for us.

Mike: The Rotarians still desire help with some of their events, and we continue to talk to them about the Peach Festival. The Peach Festival makes a lot of money on parking at 6 dollars per car.

The meeting was adjourned at 5:30 pm.