



CULINARY SHOWCASE 2008 MEETING
January 14, 2008

General Notes:

** Scheduled date for CSC 2008 is Sept., 14th 2008; time 5 p.m. until 7:30 p.m.

** Sponsorships: Goal to raise \$26,000 from top four sponsorship levels with 16 sponsors; two (2) "foodie's" sponsorships sold at \$1,000 each and the one (1) sponsorship for the Culinary Cup sold to Progress Energy via their Chamber Champions money. Additional revenue is goaled to be raised via an unlimited number of "Culinary Cup Scholarship Sponsorships at \$1,000 each; in addition (2) Beer & Wine Bar Sponsors are needed at \$500 each. In that the "marketing area" for the event will include Fayetteville, Moore County and the Triangle Area, sponsors could come from that area as well. Note: Southern Seasons is a possible sponsor for one of the top three levels...Claire Matthew is working on this.

Ad Campaign: Start 6 weeks in advance to Chamber members, however, low key marketing will begin at least 10 weeks in advance via reminders to Chamber members on MCCC web site, "Weekly Reminders" via email, etc. Suggestion made and agreed upon to use the Johnson & Wales chef/judge and a Sandhills CC chef as "faces" for print ads.

Raffle prizes: Under consideration is a 5-night Napa Valley trip including a one day cruise through wine country....timing of trip is only two weeks beyond the date of the event and this created some consternation....**review again at Feb. meeting. In addition, we are reviewing other possible trip on East Coast as a second raffle prize. **Note....Committee members should bring additional raffle prize ideas to the Feb. meeting.

Restaurant participation: Need 16 restaurants to participate; first contact the top restaurants (relative to menu/quality/style) to book them early; contact Bone Fish to ascertain why they participated in Run for the Roses fundraiser but said "corporate would not allow them" in the Chamber event??? Something concerning insurance and liability (Tom Cruce to check on this). To that point, a check with Fair Barn to see what Restaurants have insurance "paper" on permanent file is needed. Note: Tom Cruce will handle the restaurants; we also need a "chef co-coordinator"...need a list of names to consider.

Judging Component: Reagan Parsons graciously accepted "judge responsibilities" and all that goes with the actual judging. Reagan has ideas on how to make the process simpler, timelier and more effective. He should put this together by March meeting. Judges are to come from Johnson & Wales (1), SCC (2) and three at large from Chamber Board, title sponsor and a business leader. **Note: It was agreed that each Chef will prepare ONE

large plate for total presentation but five (5) very small plates for the one or two items the judges are to taste and in small quantity.

Music: Options include using the same group of musicians as last year; however, others were mentioned and will be considered as well. **Note: Consider a "Music Sponsor" at the \$500 level?? \$1,000 level??

Budget/Revenue/Profit: A great deal of discussion was spent on this issue. Chamber management has designed their annual budget in such that \$40,000 net profit is the goal for this event.....five times of what was achieved in 2007 from the CSC. The volume of paid ticket holders, pricing per ticket, operating costs, etc., were all discussed energetically. Claire Matthew to prepare and present a line item budget at the next meeting. (Claire M. to share this with Tom Cruce prior to the meeting) An intense effort to get donations for the table decorations, soft drinks (Aberdeen Bottling donated last year), wine, give-a-way bags/items, etc. is required NOW. **WE NEED TWO OR THREE COMMITTEE MEMBERS TO START ON THIS NOW AND NOT WAIT UNTIL THE SUMMER. NEED TO HIT BUSINESSES NOW BEFORE THEY "OVER COMMIT" TO OTHER ORGANIZATIONS, EVENTS.**