



CULINARY SHOWCASE MEETING NOTES

April 21, 2008

Sponsors

We announced that UNC Pembroke had taken on the role of Title Partner for the event. We now have (as of April 21) four 'Foodie' sponsors, the Culinary Cup(trophy) sponsor and one of two sponsors needed for the Beer & Wine Bar. We are still short on the Best Appetizer, Best Entrée, Best Dessert, People's Choice Award, the Culinary Cup Scholarship Sponsors (2 @ \$1,000); and we are short eight 'Foodie' sponsors at \$1,000 each. In addition, we are in need of the following items to be donated: linens, tables & chairs, musician, raffle ticket printing and beverage ware/utensils/plates/napkins. **THUS, WE HAVE MUCH MORE WORK IN THIS AREA AND NEED ALL MEMBERS TO CHIME IN WITH BY CALLING ON BUSINESS CONTACTS!! MORE AT THE MAY MEETING. THANKS TO CAROLINE OLIVO FOR BRINGING IN SARAH HANLEY, ESQ., ATTORNEY AS ONE OF THE \$500 BEER AND WINE BAR SPONSORS!!!!**

BEVERAGES

Aberdeen Bottling has agreed to donate bottles of water & various sodas; Harris Wholesale is donating the beer. Panera Bread is donating the coffee, tea, etc., and will have a separate table for same at the event. WINE: still no final answers as of the meeting from those contacted. Tom Cruce continues to handle.

MARKETING PLAN

- Caroline Olivo brought in the first draft of the radio spot.....it was well received and given the 'thumbs up'. Next step is to change the wording for UNCP from 'title sponsor' to 'title partner' and include a list of other sponsors, restaurants. Caroline stated the radio spots would rotate the list of lower level sponsors and the restaurant list. UNCP would be mentioned with the Chamber's name in each spot.
- Posters: Caroline O. also brought in a draft of the poster....once again it was approved; similar tweaks as mention above are needed; target date of having them printed is June 15th; distribution would then start July 1.
- OUR STATE magazine and NC SIGNATURE magazines have been asked to run stories about the event; TCruce continues the follow up.
- WCHL radio/Chapel Hill and The Pilot are being handled by L.Parsons; Liz English is working with THE PINEHURST magazine regarding an article just before the event.
- Time Warner: Tom Cruce to contact this media company regarding community spots, Food Channel, etc. More on this at the May 19th meeting.

- Invitations to Chamber Members: This will go on the Chamber's web site at the appropriate time and it was decided a simple post card would suffice vs. an "invitation kit".

SCHOLARSHIP EFFORT

Joyce Scarlett has agreed to handle this; Marilyn Neely will assist Joyce in working with Sandhills CC to identify potential candidates. Danaka Bunch is to follow up with Joyce on status.

This was a good meeting relative to the marketing efforts and results; however, much more effort required by each member to bring in additional sponsors. THANK EACH OF YOU FOR YOUR EFFORTS TO DATE AND YOUR ENERGY/TIME.

Next meeting is May 19th at 3 p.m., Chamber Bldg.

Submitted by Tom Cruce (in Garamond 12 pt.)