



MOORE COUNTY CHAMBER OF COMMERCE
CULINARY SHOWCASE COMMITTEE MEETING

JULY 14, 2008

3:00 P.M.

Welcome and Introductions

1. Budget
 - a. Update
 - b. Needs and expectations
2. Beverages
 - a. Soda/Water/ Beer/ Coffee/Tea – supplier – **CONFIRMED!**
 - b. Wine
 - c. Liquor Licenses – *In Process*
3. Restaurants Update
 - a. July 31, 2008 Deadline for Restaurants
 - b. Chef Coordinator?
 - i. Who? Roles and Expectations
 - c. Chef Meeting
 - i. Date of meeting
 - ii. Handbook for Chefs detailing needs, expectations etc (including insurance) – *In process*
4. Judges
 - a. Update
 - b. Judging criteria needs to be created and completed by Chef Meeting Date
5. Marketing Plan
 - a. Advertising- newspaper, magazines, TV, radio, etc.
 - b. Artwork
 - i. Posters, tickets, postcards, restaurant bill insert, etc.
6. Donations
 - a. Linens/ Musician – **CONFIRMED!**
 - b. Tables and Chairs – *In-process*
 - c. Cups, Utensils, plates – *In-process*
7. Raffle Items
 - a. Additional Culinary items to raffle off (total of 3)—*In process*
8. Scholarship Criteria – *In process*
9. Next Meeting Date

Adjourn

#	2008 Culinary Showcase Financial Statement 5/30/08				
		Actual Income	Tickets	Budgeted Income	Tickets
	Title Sponsor (1)			\$ 5,000.00	
	UNCP	\$ 5,000.00	10		10
	Best Appetizer Sponsor (1)			\$ 2,500.00	
					4
	Best Entrée Sponsor (1)			\$ 2,500.00	
					4
	Best Dessert Sponsor (1)			\$ 2,500.00	
					4
	People's Choice Award Sponsor (1)			\$ 2,500.00	
					4
	Foodie-Friend of the Showcase sponsor (unlimited-min 12)			\$ 12,000.00	
	Crescent State Bank	\$ 1,000.00	2		2
	Prudential Gouger O'Neal & Saunders	\$ 1,000.00	2		2
	Time Warner Cable (bal. CC allocation)	\$ 700.00	2		2
	First Bank	\$ 1,000.00	2		2
	Hamilton Beach	\$ 2,000.00	4		2
	Hobbs Upchurch	\$ 1,000.00	2		2
	Coastal Federal Credit Union	\$ 1,000.00	2		2
					2
					2
					2
					2
					2
1	Culinary Cup Sponsor (1)			\$ 1,000.00	
	Progress Energy	\$ 1,000.00	2		2
2	Culinary Cup Scholarship Sponsor (5?)			\$ 2,000.00	
	Coffee & Tea Bar (1)			\$ 500.00	2
	Panera (donation to Chamber w/\$500 Gift Card)	\$ 500.00			
	Beer and Wine Bar Sponsors (2)			\$ 1,000.00	
					2
					2
	Sponsorship Total	\$ 14,200.00	28	\$ 31,500.00	58
	Individual Tickets (\$50/person)			\$ 23,750.00	475
	Complimentary Tickets				25
	Total Culinary Showcase Income			\$ 55,205.00	500

Expenses				
FairBarn			\$ 1,200.00	
Linens (donation)	\$ -		\$ -	Estimated Value \$300
Tables and chairs (donations)			\$ 700.00	
Musician (donation)	\$ -		\$ -	Estimated Value \$500
Raffle Items (donation)			\$ 2,500.00	
Advertising (radio, television, print)			\$ 3,000.00	In Kind Investments \$13,612
Beverage ware/utensils/plates/napkins (donation)			\$ 600.00	
Awards/Trophies			\$ 400.00	
Liquor License			\$ 50.00	
Wine (donation)			\$ 2,100.00	
Soda/Water (donation)	\$ -		\$ -	Estimated Value \$300
Table Decorations			\$ 200.00	
Printing - posters, invitations, tickets, bill inserts			\$ 2,000.00	
Signs	\$ -		\$ -	Estimated Value \$800
Expenses Total	\$ -		\$ 12,750.00	
Net			\$ 42,455.00	

	% Financial Goal		% Attendance Goal
Sponsorships	40%	Sponsorships	41.30%
Ticket Sales	0%	Tickets Sales and Comp	0%
TOTAL			

1500
500
500

CULINARY SHOWCASE MEETING NOTES
JUNE 16, 2008

Budget:

Review of 'to date' receipts show that we are at \$13,700 from sponsors and the goal is \$31,500. There are four 'sponsor prospects' that the Chamber is working on and these may well push us closer to the goal. We need sponsors at the \$2,500 level for Best Appetizer, Entrée, Dessert and People's Choice awards. We also are looking for at least two more \$1,000 scholarship award sponsors and five more \$1,000 'Foodie-Friends'.

Donations now include linens, a few raffle prizes (including two concert tickets from Life 103.1 /C. Olivo and an item from Liz English) beverage ware/utensils, napkins, tea/coffee (Panera/J. Caliri)soft drinks/water.....all of which save us over \$2,000. T. Cruce to call AAA re: some sort of donation turns the trip raffle prizes.

The Chamber will provide Tom Cruce a list of companies to call on for sponsorships and those calls are to be made over the next two weeks.

Restaurants:

Verbal commitments to date from: Elliotts, Rhett's, Pinehurst 1895, Mid-Pines, 360, Magnolia Inn, Cold Stone Creamery, Lula's, The Darling House, (after the meeting) Moore Delights. Bone Fish is considering. Still need five more and all must turn in the paper work (T.Cruce).

Judges:

Need one more judge.....Jim Dodson will be contacted by L. Parsons.

Marketing:

Posters: Will be updated to include new information (Jerry D, additional location for tickets, raffle info, scholarship info to be added). Caroline O. to handle....if additional costs by artist Caroline to inform T Cruce.

Radio Ad: Chamber Board requested a change from a 'French accent' for Chef Moore identity to a NC accent. The committee rejected that concept.

Pinehurst Magazine: Linda Parsons will write up a 'news release' for P'hurst Mag.

Our State Mag: Danaka B. is handling the listing of the C.Showcase with this publication

Time Warner: Danaka will handle the 'listing' of community events....same with The Pilot; Tom Cruce to revisit the costs of 42 spots with Time Warner.

Scholarships:

Marilyn Neely will work with Sandhills and develop the criteria for the two scholarships (thank you Marilyn!)

Tickets/postcards/restaurant bill inserts:

I know Jennifer Thomas is working on these but we did not review the status at the meeting...(I apologize to Jennifer for that!). Could Jennifer send an email out on the status??? Many thanks in advance.

Chef Co-coordinator:

Need someone to manage this.....please pass on any suggestions.

More work to do.....please work on gathering donated raffle prizes!! More the merrier and the more we can promote during the Showcase and help us to sell tickets!

Energetic meeting once again.....I cannot thank you folks enough for your time and efforts.
NEXT MEETING, JULY 14, 3 P.M.