

LINCOLN SPRING FLING, INC.
MONTHLY BOARD & STEERING COMMITTEE MEETING
February 14, 2016 01:00 p.m. at The Anderson Library

Vickie P. called meeting to order at 1304 hrs.

Board Members present: Vickie P., Paul R., Steve B.

Board Members absent: Fritz Mc., Carole Mc., Matt P., Sarah F.

Steering Comm. Chairs Present: Vickie P., RoAnn K., Paul R., Dawn S., Lance E., Joe E., Diane H., Carl W.,

Steering Comm. Chairs Absent: Sandy M.,

Additional attendees: Kenny W., Judi and Bill G.

Minutes: Steve moved and Carl seconded to approve the January 10th minutes as presented. Motion carried unanimously.

Secretary's Report: Paul reported the debit card arrived to the POB and will be given to Steve B. at the board meeting. The name says Spring Fling not Lincoln Spring Fling. Steve said he will get a corrected one issued.

Paul R. modified the PayPal account users: Lance E., Phil H., Diane H., were added to the PayPal account for payment processing at the event. Steve B., and Vickie P. are still on the account with Paul R. with full privileges. Jeff D. was deleted as he will not be able to be at the event this year.

POB last checked on 2/13/16 after 12:00p.m.

Entertainment Report: Lance reported the Young People's meeting has still not decided on the D.J. for the dance.

Lance will get together with George regarding last year's supplies for the ice cream social.

Open mic still needs people to sign up.

Paul Reported the hotel has not been booked for Bob Perkell but he will follow up as soon as he knows when he's coming to town.

They are still waiting to get Bob Perkell's travel itinerary. He is probably coming in for the 15th & 16th. He is planning on joining the Steering Committee Speaker's Dinner.

Dawn asked how we are handling the money at the door for the comedian at the door. Lance reported there is no website prepay button for Bob. They will have volunteers at the door who will collect all non-conference attendees.

Dawn raised concerns about how we are promoting the comedian with his full name.

1313 hours Bill G. arrived.

Discussion continued regarding the promotion of the comedian. The committee agreed to let Joe and Paul and Dawn decide how the final poster, website, Facebook etc. will look.

Volunteer Report: Dawn reported she has half of her volunteers already signed up.

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Paul created a SignUpGenius site for all the volunteers to register. She will add some jobs.

Marketing Report: Joe reported that 2,500 registration flyers were printed and are currently being circulated. Please see me for copies or stop by Central Office. Joe spent \$394.23 on the flyers.

Bulletin Board Poster — Did not print this year in an effort to save money. We do however have new bulletin board posters and if you know of a bulletin board you could use to put a poster up, please let me know and I will get you one.

Bob Perkell the comedian Flyer — A special flyer just for our comedian Bob has been produced. Thank you, Lance. We hope he is a particularly big draw for people. Registrants for LSF can see him for free with their registrations, but there is also an option to pay \$10 at the door to see him. Just in case there is any confusion on this when people ask, please help us get the Bob flyers out along with the registration flyers. Encourage people the whole LSF is going to be particularly great this year (which it will).

Website — Traffic has picked up slightly since the flyers are out and the first email went out. Paul did some work on the audio page and archive page. Thank you to Paul. I added the event schedule and tweaked some other bits.



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2016 Lincoln Spring Fling

sent 10 Feb 11:40 AM



Mailings — 26 mail packages containing flyers, a poster, Bob the comedian posters and cover letter have been mailed to surrounding cities and states. Several flyers were given to George L. to take to Omaha for distribution at various meetings including Foxhall.

Emails — Since we got started later than usual, fewer emails will be sent this year. The tentative schedule is to send emails: 2/24/16, 3/8/16, 3/23/16, 3/31/16 and 4/7/16.

Calendar of Events — I will place blurbs about the LSF in various calendar of events. Paul mentioned listing us in Lincoln Journal Star's Ground Zero. He will be taking care of that one.

Event Program — We will begin working on that soon, closer to the event.

The Registration Flyers AND special Bob Perkell the comedian flyers need to be circulating. If you've put them at your meetings give some to those whom go to meeting you don't attend. Ask them to put them out with the other announcement. SPREAD the WORD!

I will be contacting the Young People's group in Omaha about our event, the dance and the comedian and hopefully we can get some of them to come down for our event.

Paul reported he uploaded all the 2015 recordings to the website. He also moved all the audios to the "Archives" page. He also created the 2016 Audio purchasing page and it is currently live. Paul also modified the Registration page with the new link to the Eventzilla website for the registrations. This is working well so far with no glitches.

Paul R. will contact Ground Zero about a story on Bob Perkell.

Joe will create the program as we get closer to the event.

More discussion regarding the LSF logo and name on the comedian poster occurred. Paul moved and Diane H. seconded to leave Bob Perkell's full name on the flyer and poster and take the LSF logo off the poster.

Pending Approval On 3/12/16

Page 3 of 7

LINCOLN SPRING FLING, INC.
MONTHLY BOARD & STEERING COMMITTEE MEETING
February 14, 2016 01:00 p.m. at The Anderson Library

Hospitality Report: RoAnn reported Lynn and she inventoried the supplies from last year. We have plenty of coffee cups, over 2,000. We will need to order plates, silverware, bowls and napkins. RoAnn will probably order them from the webstaurant website because it's the cheapest she has found.

She plans on going to Sam's on Saturday to buy a box of coffee creamer and sugar in individual packets for the coffee table.

RoAnn got the cloth table cloths from Bonnie who was storing them. She said we will still need to get plastic tablecloths for the round tables.

Centerpieces for all the round tables are taken care of. We should have about 25 round tables.

They still need to still order flowers for head table.

Judi volunteered for the coffee chair. She's been busy asking people to volunteer to make the coffee, we will have to talk about ordering the coffee.

They are not getting a lot of interest from AA groups or individuals to volunteer to host a table or just bring food. She is getting a little concerned about this but hopefully the program Paul made for people to sign up on the web site will help. She has some people signed up to volunteer however we still need people to bring food!

James and she talked to Super Saver about what kind of deal they can give us for 400 brats and buns. They said for the brats it will be about \$100 dollars and \$84 for the buns. She is still checking on the baked potato bar, just wondering how much money we have to spend on food and supplies.

RoAnn passed out some signup sheets at the meeting and if people would like to take them and ask their meetings they go to if they would like to host a table and bring food.

Paul reported he and RoAnn met to go over some of the logistics.

RoAnn spent \$114 for 2,000 plates.

Paul reported he has created a sign-up Genius for the Hospitality committee. Within the first hour 3 people signed up. There is a link on the "Home" page and the "Volunteer" page of the website. This is for groups or individuals to host or donate entrees, salads, desserts or snacks. There was a bulk invite sent out to our 429 email contacts who are willing to receive information like this. Our data base is larger but some have opted out of these forms of emails.

RoAnn and Paul discussed the idea of charging for coffee in 2017. We propose conducting a survey this year. If the committee decides to proceed, it will not be a shock in 2017. This is a way to generate funds for the Hospitality committee to help defray the costs for food and supplies and it will pay for the coffee. Initially we were thinking of a \$5 souvenir mug gets you free refills all weekend or its 25 cents a cup. Paul will put together the survey and cost analysis for the committee to review.

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MONTHLY BOARD & STEERING COMMITTEE MEETING
February 14, 2016 01:00 p.m. at The Anderson Library

She and another person made up the speaker baskets.

Judi asked about the timing of coffee and amounts we would need. Paul said he would get them the attendance records for each activity from last year so they plan.

Paul said he will check with Pam and Marv about using their thermal tubs and coffee pots.
Paul R. will check with Lancaster Event Center (LEC) about why our event is not listed on their website.

Speakers Report: Carl said they had not booked the HyVee for the speaker dinner and asked if Paul could do it again this year. Paul said he would call HyVee and book the room and menu as the same as last year. If it is already booked the Speaker Committee will have to find a new place.

Paul Reports all of the speakers have booked their flights. All but one have been reimbursed. This was a streamlined way of getting this done. All of the itineraries have been sent on to Carl and all the hotel rooms booked by Executive Travel. This saved me a lot of work and the Speaker's committee as well. Costs appear to be \$2981.50 total for Neal, Diane, Roy Juanita & Tom.

Staybridge Inn & Suites has committed to giving us the same rates as in 2014 and 2015. The normal rate is \$179.00 and the rate for Lincoln Spring Fling is \$89.00. Everyone who uses the group discount code "LSF" will get that rate.

Registration Report: Diane H. reported she met with Paul on 1/11 to go over the basics for my committee, since I was unable to attend the last Steering Committee meeting, and I have consulted with Vickie P. several times.

Paul found software to streamline the registration process; but since the consumer will be charged \$1 by the software provider, at my request it was put to a vote via email to the Steering Committee around 1/24. On 2/6, Paul contacted me and the result of the vote was to go with the software and the \$1 charge. Diane said she likes the Eventzilla registration signup really well. She said the spreadsheets are great to work with.

1405 hours Carl W. left the meeting.

Diane said she likes the Eventzilla registration signup really well. She said the spreadsheets are great to work with.

In the meantime, I have recruited Roberta H. and Leslie B. to be 2 of my key volunteers. I hope to add 1-2 more key people in the near future. I am getting the sign-up sheets for the remaining volunteers circulating this week.

I have ordered Avery badge inserts (perforated sheets) and have downloaded Avery software that will interface with the Excel report the registration software generates, so the badges can easily be printed. The cost is \$30 for 600 badge inserts and I will do the printing and the data input of the attendees who sign up by means other than the website.

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Logistics Report: Paul reported that Ken W. has donated the use of his two sound systems for the main stage and for the entertainment “open mic” stage. He also is providing lights and the light truss around the stage to provide better lighting. This will allow for a better picture for the image magnification. Ken will run the sound and lights for the conference.

Bill G. has agreed to provide the projectors for the “IMAG” and Powerpoint as well as the camera.

Steve B. has agreed to be the Audio Engineer. I am still locking down the 4 production people and 4 sales people. Audacity is the software used to do the audio mixing.

Paul is creating list of issues or questions for the Lancaster Event Center. These include: coffee pots, power at the hospitality area, loading in sound Wednesday night and doing a sound check and others.

Paul provided an updated version of the event floor plan for the committee.

The website/Youtube channel with all of the audio recordings from 2014 received over 900 downloads so far. The 2014-15 recordings had 215 plays for a total of 3,255 minutes between Jan. 14 and Feb. 10th. We **are** getting the message out. Attached is a PDF file that gives a breakdown of different stats. Here are a couple charts to show our impact: 73% who viewed the files were male. People from 6 other countries also viewed with 90% being from America. People who specifically searched for the speakers or topics by name (e.g. Peter M. or 11th Step) viewed a total of 980 minutes making up 30% of the viewers. This is significant because it suggests people who did not even attend the event are learning about us and benefiting from our efforts.

Paul said he will try to mitigate the light wash on the south wall that made the IMAG and Powerpointe faint. He thought they might be able to hang a baffle from the lights to block it from shining on the wall but still light straight down on the tables.

Paul will resend the floor plan out after he makes additional changes to it. Ken stated he needs a 4’x4’ space on stage left and right for his speaker lifts.

Paul will schedule a walk-thru with LEC. It will be at 4 p.m. on a Wednesday or Thursday for anyone he needs to get inside ahead of time.

Bill pointed out the UNL Rodeo was the same weekend as LSF.

Judi said she had a recording of Mickey B. that had lots of problems. Paul stated that if she wanted a cleaner copy he would get her one. Those issues were addressed and everyone who made a complaint had new copies sent to them.

Steve B. said he has a 420 box that plugs into two 110’s that he can bring if sound and lights need it.

Vickie P. said she will bring her laptop for us to use for the Powerpointe.

Melissa H. with Heartland RCA (Recovering Couples Anon.) has reserved a table in the hospitality area.

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They are sending us a check for the \$25 fee. They are aware they must also purchase registrations to get in.

The logistics committee needs the dates that Bob Perkell will be in town to book the hotel room. Also we need to know if he wants volunteers to help him at his sales table? Lance has confirmed Bob will be eating dinner with us on Saturday for the Speaker's Dinner.

Treasurer's Report: Steve has not had a chance to get things caught up but Paul is helping him get it done.

Alanon Report: No report given.

Dawn moved and Bill G. seconded to adjourn, motion carried unanimously at 1442 hours.