

ALA VRT Gala Committee Midwinter Report, 2015

February 12, 2015

Charge: The Gala Program shall consist of at least five (5) members, including the Vice-Chair/Chair Elect (ad-hoc) and VRT Treasurer (ad-hoc). The term of service on this Committee is two (2) years. The Gala is an annual professionally oriented event held as a fund raiser, membership recruitment, and social event. The Committee shall oversee all activities related to executing the VRT Gala event.

Committee Membership

- Monique Threatt Chair (2013-2015), IUB Library
- Howard Beeser (2013-2015), NYU Library
- Debbie Benrubi (2013-2015), USF Library
- Michelle McKenzie (2013-2015), UCB Library
- Brian Boling (2014-2015), VRT Vice-Chair/Chair-Elect, Temple University
- Elizabeth B. Myers (2014-2016), VRT Treasurer, East Baton Rouge Parish Library

VRT Gala Midwinter Report

As of January 2015, Brian Boling had raised \$4,000 in cash, and a commitment from sponsors to donate DVDs and tickets for the upcoming Gala. Major kudos! (See next page for donation breakdown.) If anyone on the Executive Board would like to extend an invitation for donations to other vendors, then it might be a good idea to ask for more DVD, or free-streaming licensing donations. Sure, ask for cash too if you like!

Recap recognition for donations:

Vendors donating door prizes are called out as the gifts are given away at the Gala. Should your company be interested in financial support, the following are suggested amounts:

- General sponsorship: \$250
- Bronze sponsorship: \$500
- Silver sponsorship: \$1,000
- Gold sponsorship: \$2,000

By donating to the Gala event, your company will receive recognition:

- On the Video Round Table web site.
- On the Gala event publicity.
- 2 free tickets to the Gala event.

If you are contacting a vendor, other than the ones listed here, then be sure to check with Brian for confirmation that he has not contacted the company in the past, and for the scripted e-mail.

Listed here is a table of sponsors, and those who have not responded.

List of Cash Donors:

Alexander Street Press	\$1,000	Silver
Bullfrog	\$250	General
Kino Lorber	\$250	General
Sage Video	\$2,000	Gold
Swank	\$500	Bronze

List of Gift Donations:

Media Education Foundation	DVDs	
Frameline	DVDs/Tickets to their event	
*Notables Committee?		

No Response

Ambassador		
California Newsreel	Several e-mails were sent to Larry.	
Films Media Group	Possible donation forthcoming?	
Kanopy	Debbie Benrubi to follow up, but very reluctant albeit a commitment to be involved	
Passion River		
Ro*co Fims		
Tugg (Meredith)		

The Notables Committee may be able to donate DVDs after the Midwinter conference.

At the suggestion of the VRT Chair, this Committee drafted a "Tips for Planning a Gala" document for review. (attached) We welcome input from the Executive Board.

The Gala flyer was updated (attached). Feel free to post the flyers at your library or give to library students. Flyers were left at the information table during Midwinter.

Michele created a suggested "To Do" list for the day of the event. We may need additional volunteers to help set up. If we do, we will need to send out a call for volunteers to the vrt listserv. Michele noted that according to SPUR, caterers need 2+ hours for set up. Assuming that the space isn't booked before our event, SPUR will allow caterers access before their crew arrives at 6pm. It might be helpful to have a few predesignated VRT volunteers assigned to work with SPUR staff and the caterers.

Debbie and Michele have been very instrumental in serving as outreach liaisons in the SF area. Michele recently sent proposals to several catering companies in the SF area as suggested by the rental facility, SPUR. Pricing is based on catering for 75 people. If the Executive Board has a preference, let us know. As a friendly reminder, we were allotted \$4,500 for caterers. At this time, JHardine seemed to be the most excited to work with VRT.

Caterers:	Cost (@75ppl)	Notes
McCall's Catering (www.mccallsf.com)	Out of price range	
Melon's (www.melonscatering.com)	\$4,073.30	Their staff can't accept cash at the bar, so we may need to give out drink tickets if accepted. No alcohol.
JJardine Catering and Events (www.ijardinecatering.com)	\$4,236.36	Their general manager's mom is a retired SFPL librarian. Their staff can't accept cash at the bar, so we may need to give out drink tickets if accepted. Seemed the most enthused to help us. No alcohol.
Taste (select 6 items) www.tastecatering.com	\$4,552.38	Bring your own wine, or add \$192 for 16 bottles of wine.
Hugh Groman http://hughgromancatering.com/	\$3,622.44	No alcohol provided.

Mo sent a welcome letter to Rick and Dawn in early February to welcome them as guest speakers, and to see if they needed anything else. Received no response at this time. They will be given a Plus 1 ticket to the event.

Many thanks to the VRT Chair, and co-Chairs of Program Committee for heavily publicizing ALA Annual Gala and programs via listserv. Thanks to the VRT website for posting the event.
<http://www.ala.org/vrt/front>.

Questions for Elizabeth:

- Will you be giving me (Mo) the honorarium checks for Rick and Dawn? We are paying them \$250 each for their presentation.
- We will need “change” in case anyone wants to pay at the door of the event. Do we put up our own money and get reimbursed, or can Elizabeth provide up-front money?

Questions for Danielle:

For those people who register to attend the gala via ALA Registration, are they mailed a ticket for the event? Will you supply us with tickets for those who pay at the door? How does that work?
When can we expect RSVP numbers for anyone registering through the ALA site?

Questions for the Board:

- Is there a way to also include / upload our publicity flyer to the Gala webpage on the VRT site? <http://connect.ala.org/node/232399>
- Can we post co-sponsors logos to the Gala webpage? Why are we excluding those co-sponsors who are donating DVDs?
- How can we let co-sponsors know that we hope they will post our gala event to their webpage? Should someone send them our logo?
- How can we get a huge poster made for the Gala to include co-sponsorship information? Do people who donate more get big lettering than the others? Michele mentioned that she knew a graphic artist, but does anyone on the Executive Board remember how the poster was created in New Orleans? Mo also sent an e-mail to Danette, former Gala Chair, for info.

Recap Program:

Social Hour: 7:00p.m. - 8:00pm.

Filmmaker's Panel, Clips & More: 8:00p.m – 9:30pm.

Introduction: Monique Threatt (5 minutes)

Moderator: Gala committee member

- Rick Prelinger: 8:05 - 8:30pm
- Dawn Logsdon: 8:30 - 9:00pm
- Question and Answer: 9:00 - 9:15pm
- Door Prize Giveaways: 9:15 - 9:30pm

Post Midwinter Conference Comments:

This committee was asked to prepare a ‘tips for planning a gala,’ but it was learned that the former Gala Chair (Rhonda Rosen) had already prepared a tip sheet. When time permits, the two documents should be reviewed and merged.

Monique was contacted by Lorraine Wochna (wochna@ohio.edu), Ohio University, to help design the VRT poster! We are excited to work with Lorraine and Brian and preparing a poster. Mo contacted past Gala Chair, Danette Patchner, to learn that she single-handedly created the poster in New Orleans.

We welcome any comments/concerns from the Executive Board.

Respectfully submitted on behalf of the Gala Committee,

Monique

Monique Threatt

Gala Committee Chair (2013-2015)