

2021 Holiday Hoopla Meeting Minutes : 10/5/2021  
Tim's Wine Market : 5-7pm

Attending Committee Members & Liaisons: Dorrie Batten, Amanda Black, Heather Churchill-Voorhees, Brynna Connors, Bonny Elder, Vicki Hearst (WGC), Lana Marchitelli, Heather Oles, Beth Visser, Christine Samek-Yonge

Non-Attending Committee & Liaison Members: Morgan Kimmel, Debi Lake, Kristen Rumble, Colleen Williams, Andy Williams (TC)

#### AGENDA:

1. Event rentals - The Event Specialists items have been chosen. Confirmed using yard games from residents and community room. Hand sanitizer at each station to be managed by volunteers. Duo performers confirmed to perform 3 times that evening between 7-9pm.
2. Mailer - Elegant deer theme, updated Town mailing list with 1,135 addresses from Town admin received. Print and be mailed first week of November. 1-2 banners with sponsors. Table toppers (8x10) with sponsor info. No hanging banners or social media advertising for the event since it's just for our small Town of 1,135 homes.
3. Santa - roaming during the evening (volunteer/hire), hand out candy canes, collect Letters to Santa (pre-printed form letter and envelopes (PO operation Santa), make sign with details on how to fill out, large mail box for letters - location TBD
4. Food Trucks - Town approved vendor list confirmed and 3 trucks chosen. Set up location same as years past. No charge for food truck vendors. Face trucks in a circle towards back walkway with luminary bags on walkway.
5. DJ - same DJ as last year. Booked and deposit made. Play more Christmas music this year. Coordinate games for the kids again. Play music for the duo performers. Discuss colors and his set up with lights.
6. Decorations - elegant Deer theme (gold, silver, black, green and red) for town hall exterior entrance, interior stage, back porch, outside grounds, tables, table cloths, etc. Black tablecloths, fairy white lights, candles, 2 White trees, 3 deers, white batting, lights, etc. Use town hall Christmas tree for photo backdrop (have 2 volunteers as photographers). Luminary bags with electric lights for walkway to food trucks.
7. Balloons - multiple vendors to discuss along with locations for balloon decor.
8. Beverages - small waters (orlando ski school sponsor), N/A punch, hot chocolate, coffee (Paloma sponsor), cups needed for hot chocolate. Have volunteers with gloves serve all beverages. Purchase non-styrofoam cups if possible.
9. Desserts & Apps - NBC (Rotary sponsor), cookies (Dixie Cream sponsor). Fruit/cheese/cracker appetizer and mini adult desserts (Lakeside sponsor). Contact Melinda Mincey making traditional themed cake. Plates and napkins. Have volunteers with gloves hand out all apps and desserts.
10. Wine and Beer - Tim's selling wine and beer. Windermere Brewery setting up tent for samples/tasting only.
11. Letters to Santa - Table and mailbox for event. Location TBD. No crafts this year.
12. Student Volunteers - 25-30 or so needed evening of the event. Contact Olympia HS honor society and Town WAY committee for volunteers. Wear NHS or WAY shirts. We purchase something for each student to show they are an event volunteer (light up necklace, reindeer hat or headband, etc.). Volunteers are offered 5 hours of community service. Appx hours are 5:30 - 10pm. Pizza dinner offered during in-service at 5:45pm. Mandy is town council liaison for the WAY committee. Let volunteers know kids need wristbands to get onto slides, etc.
13. Charity - One Heart for Women and Children charity chosen - set up table to donations to coincide with WPD.
14. Public Works - PW helping similar to 2019 HH event. Assist with event set up and clean up. Discuss layout on 10/. Add white lights to Christmas style trees around Town Hall and oak tree by the bathrooms? Make sure bathrooms are clean and stocked for the evening.
15. Wristbands - 3 check-in tables with wristbands/glow bands plus private event signs.
16. Budget - update by line item and forms for tax exempt and reimbursement.

Holiday Hoopla Event Date - Friday, 12/3/2021 from 6:30-9:30pm for 'Town of Windermere' residents only

Event Location - Windermere Town Hall : 520 Main Street, Windermere, FL 34786