

Notes from 2024 BBQ Event July 27, 2024

The event was very successful as part of a Community Outreach Strategy! Here are some of the numbers:

- Total estimated attendance was 250 people (including children)
 - Based on 125 burgers
 - Dozens of hotdogs
 - 225 plates - gone
 - Discussion between Rod / Jolleen / Franklin at the end of the event
 - Significant improvement over the estimated 35 people who attended in 2023.

- Registration
 - Not everyone who attended signed in on the roster. We should have someone dedicated to steering folks to the registration desk next year.
 - Not everyone who signed in on the roster provided us with contact information.
 - There were 77 people who signed the roster sheets.
 - There were 9 people who signed in, but did not live in the NLCC area.
 - For those who are not current members, and who provided contact information, a follow-up email has been sent letting them know we will add them to our contact list and encouraging membership.

- As people signed in, they were asked to mark down how they heard about the event. Responses were tallied as follows:
 - NLCC Monthly Meeting or meeting minutes (21%)
 - Facebook (8%)
 - Email from NLCC (0%)
 - Advertising on Internet Websites (0%)
 - Tent Signs posted at intersections on Friday (17%)
 - Electronic Sign at the B&G Club (16%)
 - The People's Paper / Make a Scene (4%)
 - NLCC Mailout Flyer (21%)
 - 95.5 Radio (1%)
 - From a Neighbor (13%)
 - Other (0%)

- New Members
 - We signed up 9 new members for 2024.
 - Two people also paid for 2025 membership.
 - About 5 people took a membership form and said they would think about it.

- Door Prizes
 - Must be present to win was a good strategy.
 - Jolleen was able to round up several great prizes.
 - In addition to donations from Board members, we will be sending “thank you” cards or letters out to the following entities / individuals who donated door prizes.
 - Fly Trampoline Park
 - Red Robin
 - Everett's Restaurant
 - Rachel Sayen
 - David Willaquer

- Lessons Learned for next year ...
 - Bring a Fire Extinguisher!
 - Call ahead for Enstar to do the BBQ using their commercial sized grill. Contact them at the beginning of the summer to book the date.
 - Submit application earlier for the Fire Truck to attend.
 - Contact State Troopers ahead of time to see if they will attend.
 - Provide more advance notice to State and DOT and MVP/MPO to attend and set up a table.

- end