

San Fernando Valley Gujarati Association

GUIDELINES FOR SFVGA EVENT CHAIRPERSON AND COMMITTEE MEMBERS

1. All members assigned to an event, **are required to participate** in organizing and hosting their respective event. If they are not able to participate for any reason, please provide an explanation to the chair person or Board Liaison of the event.
2. Chairperson of the event should **call all committee members** at least 2 months prior to event date or immediately after the committee assignment and start planning for the event (for some events, planning must start at the beginning of the year - for example camp site, Navratri musicians and hall need to be booked early. You may request last year's information from the Board). Chairperson should **invite Board Liaison** to all meetings.
3. Chairperson will **coordinate event responsibilities** with all committee members. All committee members are required to participate in planning the event and should encourage all SFVGA members to attend the event.
4. Chairperson is responsible for making appropriate **reservation of event hall or site**. Reasonable attendance, parking, facilities, and cost should be given due consideration. If the reservation is already made, it need not be changed without cost/benefit analysis and approval from the Board. Hall **reservation deposits** or other large payments can be made by Board Treasurer, if requested by event chairperson.
5. Chairperson & Board liaison will **review all contracts with committee & Board members**. Please carefully review contracts for reservations with regards to time (opening and closing time), parking fees if any, cleaning fees, Kitchen use fees, capacity, contact person, refund or forfeiture of deposits, if storage is required- storage fees, tips for cleaners or custodians, air-conditioning fee, etc.
6. **Event flyer** must be sent to the Board Secretary at least one month prior to the event date or sooner. Board Secretary will send flyers to entire membership via e-mail. Event flyer will also be posted on SFVGA web site as soon as possible by the web site coordinator.
7. Chairperson will **appoint an event treasurer** to keep track of receipts and disbursements. Event fees will be collected by event treasurer (or other committee members for larger events). All checks received must be payable to SFVGA.
8. **Event Fees:** Be very **reasonable** in the amount charged to SFVGA members. (Please check prior year's event statistics) Non-members' fees should be at least 50% more than members' fees. Fees for Children between age 7 and 12 should be proportionately lower (25-50%). Where appropriate, do not charge fees for children under the age of Seven years. This will provide more incentive for parents with children to attend the events.

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9. **Event participation**: During some events like Cultural program and Diwali, all members should be given an **equal opportunity** based on available time. In case of time constraints, **children and youth** participants should be given priority over adults. **Uniform Guidelines** should be applied with regards to selection criteria, participation in number of items and duration of each item to accommodate all participants. All decisions should be made impartially in general fairness to all members.
10. If a **certificate of liability insurance** is required, please provide name of requesting entity (example- CSUN, LA County, etc.) to the Board Secretary. Secretary will provide certificate to requesting entity within 2 weeks after the request is received.
11. If **food health certificate** and liability certificate from catering company (restaurant) is required, please contact Catering Company to provide a copy to requesting organization.
12. All committee members should **review 'SFVGA Inventory list'** prior to renting or purchasing necessary items for the event.
13. For events like Camping, Cultural Program and Navratri, **early planning** is necessary.
Camping- Group camp site reservation should be done in January or February for the event to be held in June or July.
Cultural Program, Diwali & New Year- Planning must start 3 to 4 months in advance.
Hall reservation should also be done at the same time. Participation forms for choreographers and Participants should be sent out 3 months prior to the event date.
Navratri - Book Musician Group- Get written commitment or contract from musician group. Most of venues are not confirmed well in advance but try to get commitment as soon as possible.
14. At the end of the event, the Chair person will **submit an "Event Summary"** form and send the fund disbursement request to Board Treasurer. This should be done in timely manner, **usually within two weeks** after the event. Petty cash expense up to \$50.00 can be paid out of event cash receipts. Copy of the "Event Summary" form is attached to these guidelines or may be downloaded from our web site www.sfvga.org.
15. Chairperson of the event will **inform Board Liaison** about the progress and/or problems of the event. If the chairperson needs any assistance from Board members, please **communicate** the specific needs **through Liaison Director**.

All decisions should be made based on majority votes of the committee in general fairness of the entire membership of the association.

Event Specific Suggestions based on past experience:

Musical Program: Discourage use of alcohol and dancing in a family event during performance.

Holi: Keep fees structure and menu simple enough to accommodate reasonable # of attendees.

Sports Day: Make sure to accommodate a variety of sports for children, women and youngsters.

Camping/Picnic: Make reservation well in advance for group site at reasonable cost. Encourage all members to participate by keeping the fees for the event at a very reasonable level.

Cultural Program: Explore the alternatives of Friday rehearsal and Sunday program if there is significant cost savings. Encourage children participation and group items as much as possible. All performance related expenditures and props should be the responsibility of participants and choreographers. ALWAYS reward the children participants with a trophy and Choreographers with a framed certificate of appreciation in lieu of cash value certificates or gift cards.

Navaratri: Make hall reservation and a written contract with artists well in advance. Avoid any conflicts with other associations that are organizing the similar event on the same day or venue to ensure reasonable attendance.

Diwali: Plan to accommodate some type of entertainment or cultural program for added interest.

Annual Dinner Dance: Plan ahead to motivate participation by members.

Youth events: Make a youth sub-committee of young members and let them take charge of organizing three (3) events of their choice with all the help and support from adult committee.

Other events: Board of Directors may approve or organize additional events depending on available time, budget and members interest.

Event Fees: Use following guideline to determine event fees. (Add 10% to 20% for margin of error.)

Estimated (Expenses divided by Attendance) = Non-members/Guests' fees per adult.

Estimated ((Expenses less SFVGA Budget) divided by Attendance) = Members' fees per adult.

Children's (age 5-12) fees should be 50% or less, that of adult fees and free at cultural program.

When allowed, non Members' fees should be at least 50% higher than Members' fees. You may find alternative ways i.e donation, sponsors, advertisements etc. to reduce expenses and thereby event fees to encourage larger attendance and successful event.

Surplus/Deficit: While adhering to above guidelines, if there is surplus or deficit during any event, it is bourn by SFVGA. Therefore no committee members or participating members will receive cash or equivalent refund or pay additional costs for the event. Any cash disbursement or incentives to members or vendors from collected revenue should be discouraged or minimized.