

Meeting	Cedar Park FFA Truck and Tractor Show Meeting
Date/Time	9/21/2023 at 6:30 PM
Location	Maggiore's Restaurant (1420 Cypress Creek Rd)
Attendees	Terry Sanders – President Morgan Miller – Secretary Shawn Jones – SRE Promotions Jerry Johnson

Agenda Item	Meeting Minutes and Discussion
Introduction	<ul style="list-style-type: none"> • Shawn introduced himself and gave brief description of what he does. • Terry presented Shawn with a Cedar Park FFA cap.
Vehicle Update	<ul style="list-style-type: none"> • Several unique vehicular attractions are in the process of being obtained for the show. • Will try to get appearances by a local police department and firetruck(s) from the fire department.
Logo and Flyer	<ul style="list-style-type: none"> • One logo has been submitted for the show. Would like to obtain more submissions before deciding. • Need to create an educational brochure of what the FFA does to create interest by potential sponsors and participants.
Promotion	<ul style="list-style-type: none"> • Shawn will use the flyer to promote at other club events. • He will also reach out to local truck and jeep clubs. • He will create a Facebook page. • Will need to create website (see below).
Food	<ul style="list-style-type: none"> • Discussed whether to sell food on own, bring in single vendor, or have food trucks. Decided to have single vendor. Terry will reach out to Pit-Stop BBQ to ask if interested. • In addition to main food vendor, would like to have 2 dessert trucks. Suggestions included Tropical Sno, coffee, Smart Drinks. • Will need to make sure vendor permits registered with the city.
Website	<ul style="list-style-type: none"> • After discussion, it was decided to save \$350 and create show website ourselves. This will allow us ownership and more control over the website in the long term. Morgan to register the domain name and create the website. • Decided on www.cpfatrucktractorshow.org. • Will initially host general information, registration form, contact form, sponsors, and gallery.
Location, Time, and Date	<ul style="list-style-type: none"> • Show will be at Gupton Stadium on the visitor side. • Date has been reserved for April 13, 2024. • Show planned for 9 am to 1 pm. <ul style="list-style-type: none"> ◦ Set up at 7 am. Close down at 3 pm. ◦ 'Doors' open and registration starts at 8:30 am. • Shawn recommended show to occur 'rain or shine'.

Awards	<ul style="list-style-type: none"> • Shawn recommended having at least 20 awards, preferably 30. • After discussing having categories or top 25, it was decided to go with top 25. • Additional awards considered: <ul style="list-style-type: none"> ◦ Principal’s Choice ◦ Mayor’s Choice ◦ Police Chief’s Choice ◦ Best in Show • Trophies can be acquired by Shawn or us. Terry to reach out to Hutto Awards.
Registration	<ul style="list-style-type: none"> • Will have online and on-site registration. <ul style="list-style-type: none"> ◦ \$20 preregistration ◦ \$30 regular registration • Registration payment via: <ul style="list-style-type: none"> ◦ Online after website registration ◦ Online after scanning a QR code ◦ On-site via Square reader ◦ On-site with cash
Venue Entry	<ul style="list-style-type: none"> • Show participants to show side. • Public to parking side. <ul style="list-style-type: none"> ◦ No entry fee required but donations recommended.
Sponsorship	<ul style="list-style-type: none"> • Will plan on two levels of sponsorship: <ul style="list-style-type: none"> ◦ \$1000 ◦ \$500 • Vendors to be charged \$250.
Follow-up	<ul style="list-style-type: none"> • Will plan on monthly meetings going forward. • Dates TBD.