



Texas Independence Day Conference Call

Wednesday, April 5, 2017

1:00 PM CST

Conference Dial-in Number: 1-605-475-4121

Participant Access Code: 4020157

Attendees:

1. Rusty – Phoenix
2. Belinda Linstrum – Johnson County
3. Kent – Chicago
4. Bruce – Western NC
5. Aaron Vargas
6. More

AGENDA

Staff: Jane Marie Agnew

- **INTRODUCTIONS**

- Call instructions
 - All are muted. *6 will mute/unmute yourself
- Introduce staff on call
 - Jane Marie Agnew, Chapter Events Coordinator
(JaneMarie.Agnew@texasexes.org)
- Brief introduction of all leaders on the call

- **TID RECAP**

- Thank you everyone for joining our call today! Overall, there were 45 TID Chapter events held on or around March 2nd. Thank you to all of you for planning and events to bring together Longhorns in your community to celebrate a “university of the first class”. We had another successful year of Texas Independence Day Celebrations and want to use this call as an opportunity for you all to share about the great events your Chapters hosted.

- **AGENDA**

- I want to make this call as helpful as possible, so I will be giving time for everyone to share ideas about each topic based on how you and your Chapter planned for your TID events.
- Topics to be covered are:
 - Date and time of event
 - Ticket pricing
 - Event location
 - Activities
 - Effective forms of advertising
 - Successful fundraising techniques
 - Then we'll have some time for any additional questions/discussion at the end.

- **DATE OF EVENT**

- What were some pros and cons of holding a TID event on TID vs. the weekend before or after for your Chapter?
- Evening vs. afternoon? What time did you find worked best for your Chapter?
- How did choosing the date and time of day play into the attendance of the event?
- Did any Chapters change the day/time from last year's event?
 - Johnson County – hosted it on TID 2016 & 2017. Small happy hour turnout at Fuzzy's both years.
 - John Donovan from Dallas – desired date: Saturday. But in 2017, they went for Friday! They had a better turnout.
 - Kent in Chicago – started at 5 pm on Friday. Appealed to both families living in suburbs who work in the city and also young adults who may come a little bit later in the night
 - Brian Williamson in Dallas asked him the question about if Chicago hosted it in Downtown Chicago. Distance between first and second party: 3 miles. Used school buses to shuttle the alumni. He also asked how he appeals to alumni in the suburbs – Kent responded with the 5 pm event start time
 - Dallas chapter wants to get in touch with Chicago!
 - John in Puget Sound – extended the invite to other Texas Alumni groups. Intend on putting it on the weekend.

- **TICKET PRICING**

- At what price point have you seen the most success?
- What does the event ticket usually give attendees (catering, open bar, raffle tickets etc.)?

- Did any Chapters use early bird pricing versus regular pricing? Or member and non-member prices?
 - John Donovan – gave extra raffle tickets to members. Gave away gift cards, bottles of wine, live auction, art work, coors lite cooler. Asked the question for the group – to make the party larger, should you extend the invitation to people outside of Texas Exes? Aaron responded with “Yes! Open to everyone, but members get a special discount.” John wants to have an event with a concert that could bring in outside parties. JM will give John the contact info for NYC and DC (who hosted TID concerts this year)
 - Aaron from Austin – early bird (members only & free t-shirt) v. regular. Usually don’t get nonmembers.
 - John from Puget Sound – wants to create a “Texas tribe” on a “texas holiday” as opposed to a “UT holiday.” Invited former NFL players from Texas.

- **EVENT LOCATION**
 - We see a variety of locations chosen for TID events, ranging from restaurants, to bars and breweries, to people’s backyards. How has your Chapter chosen between hosting an event at a family friendly venue vs. Bar/brewery/evening adult event?
 - Are you struggling to find a location that your attendees find accessible? If so, do any leaders have suggestions?
 - Chicago – interested in coordinating with event venues that are more family friendly
 - Aaron – commented on the brewery location TID 2016. Got a few complaints about it maybe not being family friendly. Commented on TID 2017 venue because there was no contingency plan.
 - Brian/Dallas – sometimes there’s difficulty finding places that are conducive to chapter events. Venues have restrictions and want to make money off everything that’s consumed on their presence. Suggestion: be creative with new venues like a flower garden!
 - John/Dallas – must be respectful of the chapter sponsors. Previous experience of hosting it at a craft brewery 3.5 years ago.

- **ACTIVITIES WITHIN TID EVENT**
 - What has your chapter found to be a popular or successful activity?
 - Happy Hour
 - Buffet Dinner/Appetizer
 - Concert
 - Auctions

- Trivia
 - Etc
- Do you have a speaker attend your event? If so, do you have any advice on popular speaking topics?
 - How do you find speakers?
 - We have a Speaker's Bureau List
- What have been some popular raffle items at your chapter event?
 - John/Dallas – incorporate a few things. In past 3 years, guest speaker from LHN and other football groups/orgs for serious minded content.
 - Aaron/Austin – Trivia at TID. Coloring contests for kids (prizes: pillow-pet, \$20 for pizza, UT room light, etc.). T-shirts are a hit! Food auctions
 - Richard Dunn/Waco – Quarterly TEBN Happy Hour at local Wine Bar. They provided all the food. Texas Wines & Beer. Speaker who was focused on franchising. Process: growing number of attendees.
 - Chapters had banquet
 - Jane Marie: who had a speaker? What speaking topics were there?
 - Waco: Richard says the young alumni are more interested in football and older crowd is interested more in TEBN. How do you bring the both groups together?
 - Austin: combined both age groups with a film event. Screening for TOWER
 - JM: reminded leaders about the Speakers Bureau list and gave them a friendly reminder that chapter leaders that they need to submit a request months in advance
- Final questions/ open group discussion
 - Gamers?
 - Piggy-backing on concerts going on in the area (NY)
 - John and Zoe conversation – how do you have such a big TID? Zoe said that it's Pat Green and the only mechanical bull at a bar in NY.
 - Katherine – smaller Texas Chapters combine TID
- 1. How do you get small chapter members participation in TID?
 - Brian/Dallas – he was in smaller groups before. If you get on the phone and call them, it's more personal!
- 2. What type of events work best for small chapters?
 - Aaron/Austin – Game Watches? He described in detail about the away game watches and finding a venue.
- 3. What type of events work for chapters spread out over a large area, i.e. The state of Tennessee?
 - Kent/Chicago – problems with game watches. So the chapter started changing their focus to TID and other signature events.

Kent/Chicago wanted to talk about student send off. It's been difficult for them the past 2 years.

- Belinda/Johnson County –
- Richard/Waco – first week in August. Sandra/Waco – how do we contact as many students as possible? What's the process look like? Found it best to reach out to school counselor. They had the student send off at a BBQ place. Got the students UT branded swag and gave away giftcards to the co-op. No formal presentation. First 45 minutes was a meet and greet.