

## BOARD MEETING MINUTES

Venue: 3420 Boone Street,

Time: 2:00 pm

**Present:**RashmiChaturvedi (on skype), DeepaDivakaran,LakshmiGarimella, Punam Mittal, Renu Bajaj, AnjuDev, Sangita Handa, MeenaNarsimhan, VeenaSagi.

Discussion on COI – Riwitti explained her vision of a few aspects of the cultural program of COI as follows:

### Festivals of India Tableaux

At the COI, one of the ways we would be involving our member's children would be through the showcasing of three festivals through tableaux or dances.

1/ Rathyatra from Puri

2/ Navratri from Gujrat

3/ Umbrella procession from Kerala

Rathyatra – this section would begin with an invocation of Lord Jaggannath through an Odissi performance by two Purdue students. Followed by a RathaYatra tableau.

Navratri – What marks the Navratri festival celebration in Gujrat is the dancing throughout that period. And the children will be performing Garba to showcase this festival.

Umbrella procession – As the name suggests this would be a tableau consisting of umbrella bearers, diya dancers and maybe some other unique exhibits.

Three tableaus to be presented:

1. Invocation to Lord Jagannath through some children singing and some children dancing
2. Kodamattam – umbrella dance- procession of children carrying umbrellas
3. Children carrying 'dijas' or dancing with them in hand

These dance performances would reflect at least three states: Southern India through Bharat Natyam, North India through RaasLeela, Orissa through Odissi dance.

Another way that we would be involving children in the community would be through a musical item. Most children who have had three or more years of music training would be involved in performing one number under the guidance of a professional teacher.

We also discussed that an adult music program would also be put together consisting of trained singers and veena players. So a group was to be brought together and encouraged to perform.

Deepa confirmed that a Yakshagana group had been contacted and confirmed for performance at COI.

**Annual IWA Picnic**

Tentative planning for a September picnic was done. A menu of ChholeBature and a non-vegetarian item (chicken 65) for those participants who wished it. The number of non-veg and veg preferences will be required with each registration for the picnic to get an idea of how much of each kind of food to order. Food to be ordered from Garam Masala.

### **Vendor Revenue from COI**

Revenue from different vendors would be based on that for COI 2010. Revenue from food vendors was 20 percent, for henna it was 50 percent and for merchandise it was 5-10 percent. It was decided that Charu, as head of the food committee, will talk to different restaurant owners and try to negotiate, starting from 25% to 20%. Revenue for other items would be kept the same as for COI 2010. Deepa will get information from Sangeetha Kolla about merchandise and henna revenue from COI 2012.

### **Sponsorship from local businesses**

Deepa requested Anju to obtain sponsorship from Bank One. She will give the completed sponsor letters to Lakshmi so that she can obtain sponsorship from other businesses/corporations. Poonam was asked to provide a Pay pal button for sponsorship. It was suggested that sponsors be given coupons or free entry for the COI event as incentives for sponsoring. Based on past COI events, an operating budget of \$5000 was estimated for the upcoming COI in 2013.

Deepa entrusted the task of arranging for a photo shoot from the local newspaper, interview on TV 18, and working on a press release to Sangita. Charu, Rwitti, Meena and Sangita were asked to work on developing a poster for publicity. These posters will be placed at key public places such as temples, gurudwaras, academic institutions etc. Meena, Punam and Veena were assigned to collect addresses of local churches and of temples near Lafayette. Members will be asked to check with UFNA about placing the poster at strategic places in University Farms. Punam will check for similar permission in her neighborhood of Winding Creek.

Sangita was asked to prepare brochure for the event. She will work with Rwitty to prepare the brochure.

Punam will contact local photographers for establishing a photography and dress-up booth. Punam and Sangita will contact different IWA members to encourage them to establish vending booths.