

EVENT STEERING COMMITTEE  
Roles and Responsibilities

|   |                           |
|---|---------------------------|
| <b>1. Chair/Co-Chair</b>  | Friends<br>Advisory Board |
| <ul style="list-style-type: none"> <li>▪ Ringmaster / Cheerleader</li> <li>▪ Convenes and chairs all steering committee meetings.</li> <li>▪ Reports to Advisory Board.</li> <li>▪ Approves all marketing/solicitation assets.</li> <li>▪ Supports committee members as needed.</li> <li>▪ Distributes agendas and meeting notes/minutes to members.</li> </ul>   |                           |
| <b>2. Advisory Board Treasurer</b>  | Friends<br>Advisory Board |
| <ul style="list-style-type: none"> <li>▪ Develops the budget in collaboration with Event Chair and ARFOP Development Director.</li> <li>▪ Approves expenditures, including reimbursement requests, and submits to ARFOP Executive Director for payment.</li> <li>▪ Tracks and reports on revenue and expenses.</li> </ul>   |                           |
| <b>3. Entertainment/Program Chair</b>   | Friends<br>Advisory Board |
| <ul style="list-style-type: none"> <li>▪ Identifies entertainment/supplier options.</li> <li>▪ Negotiates fees according to budget and in collaboration with ARFOP Development Director.</li> <li>▪ Collects W-9 forms from entertainers.</li> <li>▪ Communicates entertainment support needs to Logistics Chair and Venue staff.</li> </ul>  |                           |
| <b>4. Logistics/Equipment Chair (set-up/tear-down/suppliers/vendors)<br/>[supported by ARFOP staff and venue staff liaison]</b>   | Friends<br>Advisory Board |
| <ul style="list-style-type: none"> <li>▪ Identifies equipment needs and suppliers.</li> <li>▪ Identifies volunteer needs.</li> <li>▪ Reserves on-site space for</li> <li>▪ Manages equipment and distribution of that equipment.</li> <li>▪ Recruits and trains set-up and operations “leads” as needed.</li> <li>▪ Schedules work sessions, set-up and tear-down with Volunteer Supervisor.</li> </ul>   |                           |
| <b>5. Retail Chair (if appropriate)</b>   | Friends<br>Advisory Board |
| <ul style="list-style-type: none"> <li>▪ Selects inventory items to be sold at the event (to be purchased by ARFOP staff).</li> <li>▪ Collaborates with ARFOP staff on pricing, signage requirements, point-of-sale equipment, and start-up cash.</li> <li>▪ Communicates set-up requirements to Logistics Chair.</li> <li>▪ Configures Square for credit card and cash sales and trains volunteers on using.</li> <li>▪ Observes all cash-control requirements, manages start-up cash, makes bank deposits of cash.</li> </ul> |                           |

|   |                           |
|---|---------------------------|
| <b>6. Donations Chair</b> [supported by ARFOP Development Director]   | Friends<br>Advisory Board |
| <ul style="list-style-type: none"> <li>▪ Identifies and cultivates prospective donors (in-kind, sponsorships, etc.).</li> <li>▪ Collaborates with Community Engagement Manager on solicitation materials.</li> <li>▪ Collaborates with Development Director on sponsorship benefits.</li> <li>▪ Participates in sponsorship solicitation with Development Director.</li> <li>▪ Is responsible for sponsors receiving all entitled benefits.</li> </ul>  |                           |
| <b>7. Volunteer Recruitment Chair</b> [supported by venue volunteer staff]  | Friends<br>Advisory Board |
| <ul style="list-style-type: none"> <li>▪ Identifies and cultivates volunteers and volunteer sources beyond registered venue volunteers – with an emphasis on recruiting corporate and community groups.</li> <li>▪ Provides names and contact information for the venue Volunteer Supervisor.</li> <li>▪ Manages selection of volunteer apparel (t-shirts) including collecting sizes.</li> <li>▪ Collaborates with Logistics Chair on training sessions.</li> <li>▪ Manages volunteer appreciation.</li> </ul>   |                           |
| <b>8. ARFOP Development Director</b>  | ARFOP Staff               |
| <ul style="list-style-type: none"> <li>▪ Collaborates with Donations Chair to develop the sponsorship program (levels, benefits, etc.).</li> <li>▪ Manages sponsorship-solicitation materials.</li> <li>▪ Manages solicitation efforts.</li> <li>▪ Collaborates with and supports Logistics Chair as needed.</li> <li>▪ Approves vendor list and fees.</li> <li>▪ Approves vendor selection and contracts.</li> <li>▪ Manages payment of vendors.</li> <li>▪ Obtains event permit from City Planning Department.</li> </ul>   |                           |
| <b>9. ARFOP Donor Engagement Manager</b>  | ARFOP Staff               |
| <ul style="list-style-type: none"> <li>▪ Manages the event marketing program as developed in collaboration with Event Steering Committee and Advisory Board Marketing Chair.</li> <li>▪ Creates fundraising materials in collaboration with ARFOP Development Director and Donations Chair.</li> <li>▪ Designs and schedules email marketing.</li> <li>▪ Creates/updates event web pages.</li> <li>▪ Solicits and manages media partnerships (bartered advertising).</li> <li>▪ Manages paid advertising.</li> <li>▪ Creates and disseminates marketing assets (ads, signage, etc.).</li> <li>▪ Creates sponsorship solicitation materials.</li> <li>▪ Creates, monitors, and tracks social media including partnering with influencers.</li> <li>▪ Manages the ticketing platform/processes.</li> <li>▪ Sends acknowledgments.</li> </ul> <p>See SPECIAL EVENT MARKETING overview document for complete services provided.</p> |                           |

|   |            |
|---|------------|
| <b>10. Venue Events Supervisor</b>  | City Staff |
| <ul style="list-style-type: none"> <li>▪ Establishes and communicates event support parameters.</li> <li>▪ Coordinates event needs with venue staff.</li> <li>▪ Fulfills support commitments.</li> <li>▪ Manages the event map (entrances, exits, feature placements, etc.) – as designed in collaboration with the Steering Committee.</li> <li>▪ Is responsible for security, safety, weather-cancellation process, crisis management, and city ordinance compliance.</li> </ul> <p>See venue-specific overview document for complete service provided.</p> |            |
| <b>11. Venue Volunteer Supervisor</b>   | City Staff |
| <ul style="list-style-type: none"> <li>▪ Includes event volunteer needs in venue volunteer program.</li> <li>▪ Manages volunteer sign-up.</li> <li>▪ Coordinates with Event Volunteer Recruitment Chair.</li> </ul>   |            |

Other Options:

- Events like the Arboretum Plant Sale require a variation in titles and responsibilities.
- Steering Committee members may assume multiple responsibilities.
- A Friends group with 4 or fewer special events could have 1 Special Events Committee which manages all events.