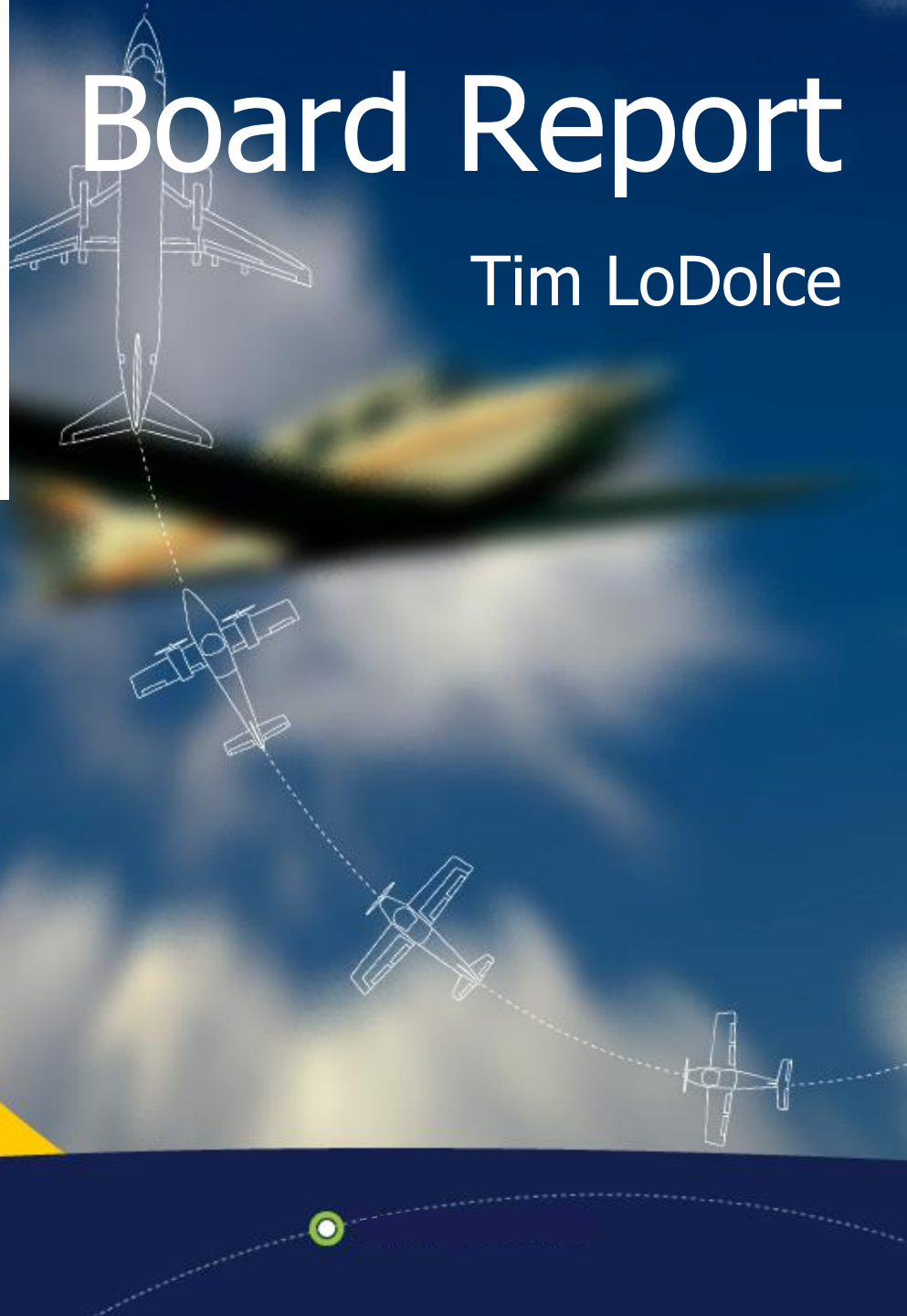




Board Report

Tim LoDolce



- **Last** Board report before the event
- Media/Public Relations
 - Revised poster and ads (with sponsor logos)
 - ‘Connected’ article
 - Moonshine ad and editorial
 - Updated web-site →
 - TV ads started mid-month
 - Sacramento Bee Sunday Travel Section (with pics)
 - Truckee Thursdays, TTAD and separate booth
 - eMail blasts



Status (cont.)

- Sponsorships
 - Picking up ... \$25,000 cash + \$22,500 trade
- Vendors
 - Picking up
- Event Logistics
 - Robust emergency plan from Victor Hernandez
 - Placer Co. sheriff on-site 9-4
 - Extra radios for ER (22 in all)
 - All-day event information booth

Status (cont.)

- Airside Assets
 - Announcer
 - 10/28 availability helps broaden asset base
 - In addition to previously announced ... (2?) C2s, 2 F5s
- Landside Program
 - Tuskegee Airmen Honorary Dinner Friday night
 - Bike rodeo
 - Raffle
- Budget
 - Programmed into contingency
 - Marketing, Sound system more than planned
 - Still expect to 'claw back' some of the contingency

END

END