

## **Summary of the Board Feedback for 2016 Gala**

The food and drink service went great except the coffee service was lacking.

Everyone thought the auctioneer was an improvement but needed to build more excitement earlier

The venue got mixed comments

Check In – Check Out was a hit

Entertainment was liked but Mat may want to be little shorter and lighter.

There are several suggestions on how to squeeze a few more bucks out the event.

Generally, everyone had a great time.

### **Specific Comments:**

#### **Venue**

The venue is a real dilemma. It's very accessible, has good parking and a great layout, and has worked very well for AW. The only downside I see is that the Gala has been held there for several years and a fresh venue might inject some new energy into the Gala (provided the new venue works well and the gala goes well).

+ Again, the space is better than any other space I've attended (SSCC, Fairmont, Sheraton, Bell Harbor, outdoor at UW, LeMay Museum, etc.).

- Acoustics are still bad both for the singers and when the auctioneer was trying to get folks attention. People couldn't hear well so they went back to conversation which made it worse.

+ Super easy for access and accessibility

#### **Layout**

- If there's anything up near the entrance (show sponsors, was it?) these things need bright lights or something to avoid their being totally overlooked. By the time I saw them I was at the end of my energy ... lost \$\$\$

Like the photo-stop that was near the entrance. Wondering if there's a better location as it did not appear to be manned much at the beginning of the gala and seems to become an after-thought once the auctions are underway.

+Check in and check out processes.

+ Check-In and Check-Out appeared even better laid out and processed this year – not that it needed any improvement

## **Food and Beverage**

- + Food was super
- + Food and appetizers have always been decent – much better than other galas at far swankier/expensive venues.
- + Table drinks are fun, though I thought these particular ones were syrupy & unappetizing
- + I love the drink trees
- + Bar setup and service were excellent – this is often a choke point at other galas and it hurts the gala if guests are not sufficiently lubed up.
- Coffee service at the end of the meal was a dud – we didn't get any coffee from what I recall, or it was very late
- + food and beverage service was very good – big improvement.

## **Auction**

- The auctioneer started off way too slowly.
  - His persona was lovely
  - + It was great to have fewer items on live ...
  - just to start with more vigor with improve this.
  - The gals announcing the live items needed to have more preparation and energy. They even could have riffed off their mispronunciations, and then it could have been fun, but they were shy & unsure & unprepared. Unfair & less effective than I'd have hoped
  - + Auctioneer - really did a good job of driving the "live" portions
  - + I liked this year's auctioneer.
  - The silent auctions got a little lost in the great conversations – maybe we consider a way to bring them more to the middle of the room and away from the walls in the corners.
  - + I loved the way the raise the paddle went
  - + The auctioneer was much more likable but I felt a lack of energy some of the time. It was like he could build on energy in the room but couldn't create it himself
- I liked the fewer number of auction items, but think they need to be of higher quality in order to get the \$\$ we are trying to achieve.

Suggest auctioning off more "walk-ons" if this one goes well.

## **Fund Raising Suggestions**

with dessert dash, some places (WS Baby ++ ) now collect table sheets, tally fast and then return them to the tables along with a challenge to “beat out” the top dollar table. I’ve seen this be wildly fun & funded

A way to buy wine bottles for the table after the first complimentary bottles or pours could bring in more \$\$

our table may have missed if there was information about all the great and varied drink trays that were going to be auctioned off. We would have held off on the sangria and waited for one of the real cocktail trays.

I think that we left money on the table - at least with my group - they had money they planned to spend that went home with them. (more “pre-live” auction items?)

Could have done a few more “games” or ways to pick up \$50-\$100 during the cocktail hour.

Missed the opportunity to “have a 2<sup>nd</sup> item” for some of the popular live auction items. “surprise, we have a second week at XXXXX available! – 2<sup>nd</sup> runner up – do you want to buy that one right now!”

It frustrates me that other organizations get so flush with \$\$ at their galas while AW has to work so hard for each dollar.

## **Entertainment and Speech**

In my opinion, having some mini-performances is great, though they need to be upbeat

Matt’s presentation didn’t quite land with my tables – too detailed and a little deeper than they could digest (after several cocktails) perhaps it could have been a little more high level and robust.

Matt’s speech was thoughtful, deep, sincere, and deliberate, but it may be on the longish side for some.

My table and I were impressed by the content of Mat’s speech. ( I think last year’s was a little more fun)

## **General**

Kids present would be an enhancement ... and remind us that all ages benefit

My husband and I had a fun time

Since we have the word 'Gallery' in our name it seems there should be a quality selection of art to bid on from some of the actual gallery artists or other accomplished artists. Although there was some art there from the artist association (?) the quality was well below what is actually shown in the gallery. We'd like to see the Art at the auction be a good representation of the gallery itself.

Lighting and volunteers – really exciting space set the tone for a fun night.

Pacing and energy of the evening.

I thought it was a great event

Dessert dash – really fun

I observed the board working the room – so that is good!

I also found the many different ways to spend money very confusing. This might be because I was out of town in the weeks leading up to the auction. I understand it's important to offer different options, but I think there is a finite number beyond which confusion takes over.