

OVERALL SWC PROGRAM GUIDELINES

Dear Program Event Chairs:

Thank you for bringing this event/program to the Sausalito Woman's Club and enriching the lives of our community!

Here are some notes and helpful hints to make sure that YOU and your attendees have fun. Remember: preparation is key to success!

YOUR FIRST PROGRAM: If this is your first program for SWC, please set up a 30 minute overview call with SWC Program Co-Chairs, Tia Hensler and Renee Maher. You can do this by reaching out to them at prograsswc@gmail.com.

LIQUOR LICENSE: You will need a liquor license if you are selling wine, beer or any type of alcohol at your event. It will take at least 6 weeks before your event for the Club to procure such a license in time for your event. To obtain a wine/liquor license, you must contact Lisa Meyer (ljmeyer1@comcast.net) at least six (6) weeks prior to the date your event is scheduled. Please note that the State of California requires that whomever is serving alcohol must get special Alcohol Beverage Control ("ABC") training. You only need to have one person on site who has this special ABC training. Lisa will tell you more when you contact her. If you are not selling wine, beer or any type of alcohol at your event, there is no need for a liquor license.

SECURITY: You will need to hire security assistance if the event is large, an evening/night event or your event needs help managing our limited parking, especially if alcohol is being served, SWC's preferred vendor is JT Executive Protection, (415) 336-5601 (Troy Hines). As of January 1, 2024, Troy charges \$43/hr. with a 6-hour minimum.

KITCHEN HELPERS/WASH UP: If you need help in the kitchen for a large event, we use George Lebugle. He is extremely helpful preparing food, cooking, and cleaning up. His rate is \$40 per hour. His telephone number is 415-948-4036.

FLOOR PLAN SET UP AND ADDITIONAL INSTRUCTIONS: You will need to submit your floor plan with any special instructions by the 1st day of the previous month before your event to SWC Program Co-Chairs Tia Hensler and Renee Maher at programsswc@gmail.com. For example, if your event is on November 10th, then your floor plan and instructions should be emailed to Renee and Tia no later than October 1 st .

1. Floor Plan: Download a blank Room Set Up Form from the Planning your Program page on the SWC website. Draw in the configuration you choose, and be sure to include any information about the room set-up (bar, sound system, power-point, screen, etc.) and complete the table/chair information. Fill out the floor plan form in black ink. Scan or take a picture of your floor plan and email it to SWC Program Co-Chairs Tia Hensler and Renee Maher at programsswc@gmail.com. The floor plan should not be changed after

submission, as the club utilizes an outside company to handle event setup and rework causes confusion and additional fees.

2. Wine/Champagne/Cocktail Glasses: Racks containing our wine, champagne and cocktail glasses are kept in the basement. If you need to use any of these glasses at your event, please include instructions in the Notes Section of the Floor Plan on how many of these glasses you would like brought up from the basement to the Bar/Kitchen (i.e. all, 1 rack, 2 racks, etc.).

3. Umbrellas/Umbrella Stands: The Club owns four (4) umbrellas and stands. If your event set up involves use of any of these umbrellas, please include instructions in the Notes Section of the Floor Plan for how many you would like brought up and placed near the French Doors. Please do not have them placed outside until the day of the event.

4. Tall and Small Cocktail Tables: The Club owns eight (8) cocktail tables. If your event set up involves use of any cocktail tables, please include instructions in the Notes Section of the Floor Plan for how many you would like brought up and where you would like them placed.

VOLUNTEERS: Organizing an event can be a big task and having a team of dedicated volunteers can make all the difference. We suggest you start early to assemble your team of volunteers to help you with decorating, reception, bar, food, clean-up, etc. Personal recruitment and passing around a sign-up sheet at business meetings are effective methods for obtaining volunteers.

RSVPS & PAYMENTS:

1. All members and program attendees are asked to RSVP to reserve their spot as well as pay the cost, if applicable, of the program.

2. Fees for SWC programs should not be received via check or cash – all money should go through the SWC website.

3. The Program Event Chairs are responsible for keeping track of RSVPS and making sure attendees have paid. For RSVP and payment information, contact Tia and Renee at programsswc@gmail.com.

4. All sales are final—no refunds unless the program has been canceled or postponed. Tickets are transferable.

PROMOTING YOUR EVENT: You've worked hard on your program and you want lots of folks to enjoy it. Now it's time to promote it. Here are some ways you can promote your event via the Club and Sausalito community:

1. Personal Outreach: The best way to ensure success, is to reach out with a personal invitation to those members you know and have formed friendships with over time. A short note, phone call, or personal invite goes a long way to help members feel wanted and encouraged to attend.

2. SWC Website Calendar: Your SWC event or program should already be listed on the SWC website calendar once it has been submitted and approved by the SWC Executive Board. Please review it and make sure it's correct. If you need to make any updates to the SWC website calendar, please fill out the Program [Change Request Form](#) at least three (3) weeks in advance of the event. No non-SWC program will be included on the SWC website

3. SWC Tuesday News mass email: Your SWC event or program will be automatically promoted in the SWC Tuesday News mass email three (3) weeks leading up to your event. The SWC Tuesday News will include the name of your program, an image, a description and date of the program as shown on the club calendar on the website. No programs outside of SWC will be included in the Tuesday E-news.

4. SWC Business meeting: In the interest of time, Program Event Chairs will be given an opportunity to briefly promote your event/program at the end of the monthly business meeting in which the event is scheduled. If you are unable to attend that business meeting, please let Program Co-Chairs Tia Hensler and Renee Maher know so they can announce your event at that business meeting.

5. SWC's Facebook page: SWC is able to promote a SWC program on Facebook, either through an announcement or as an event (their choice). If you would like to promote your program on SWC's Facebook page AND are willing to serve as an event respondent and Facebook contributor, please contact Kim Huff (kim@kimber.net). Please be selective about how much promotion you do so as not to overwhelm members. Kim suggests that Program Event Chairs do this if they are looking for a larger audience, though keep in mind the Clubhouse has strict capacity restrictions.

6. Sausalito Currents: Weekly email from the city each Friday on news and activities. Send your event announcement a week before your program to currents@sausalito.gov. Only events open to the public should be publicized in Currents.

7. Cancellation of Program/Event: If you need to cancel your program or reschedule it, please fill out the Program [Change Request Form](#) at least three (3) weeks in advance of

the scheduled event, so the change can be updated on the website and removed from the next Tuesday News mass email.

Please note that it is the responsibility of each Program Event Chair to promote her program/event.

SAN FRANCISCO FLOWER MART PASS: The SWC has a Pass/Parking Pass for the SF Flower Mart should you need it for your event. Please notify the Programs Director Alison Deal (4alisondeal@gmail.com) via email and she will let you know where you can pick up the pass. Please be sure to RETURN THE PASS ASAP.

CONFIRM: Confirm with your speaker, security, caterer, volunteers, whoever might be a participant in your event a few weeks prior to the date of your event. Possibly arrange for parking for vendors.

CLUB KEYS: Please email SWC Program Co-Chairs Tia Hensler and Renee Maher at programsswc@gmail.com about this.

KITCHEN PROTOCOL: Click [here](#) to download this document

KITCHEN SANITIZER DISHWASHERS OPERATING INSTRUCTIONS The club is trying to not use plastic or non-recyclable products any longer. The Sustainability Committee has a shelf with compostable tableware in stock downstairs. This includes paper plates, bamboo utensils, and paper cups. If there is something you need, please contact Julie Carlson or Laurie Tandy. You can find more information at www.sausalitowomansclub.org/community/sustainability/.

AUDIO/VISUAL: If your onsite event calls for audio/visual equipment, please review this [AV document](#), which will also be posted in the control room. Also, we will organize a quarterly AV training meeting for all program chairs. Please try to attend. If you have any additional questions, please contact one of the technology-committee members.

PHOTOS: Photos are fun to take and share with the club members, so appoint someone to take a photo or two of the women having fun and sharing it with the monthly newsletter. iPhone photos work great!

PROCEDURES FOR CLEANING UP, LOCKING UP AND SECURING THE CLUB: If you are hosting an event on-site, pay close attention to locking up and clean-up procedures. We suggest that you assemble a set-up and a clean-up committee and provide them with these Program Guidelines.

1. EVENT LOCK-UP CHECKLIST: Read and download the [check list](#) here.

2. SECURE THE CLUB AND LOCK DOORS: Make sure all the doors to the outside are locked. This includes the French Doors, Kitchen Door, Sun Room back Door, Outside Dressing Room Door, Door to Catwalk and the Front Door.

3. WINDOW SHADES AND CURTAINS: All window shades should be pulled down EXCEPT the following: (1) shades to the French Doors; (2) shade cover the outside door in the Sun Room; (3) stage curtains; and (4) curtains at the back of the stage. The Police and Fire Departments have requested that these curtains/shades remain open when the club is not in use.

4. THERMOSTAT AND LIGHTS: Please make sure the thermostat is turned down to 50° and all inside lights are turned off.

5. TABLE LINENS AND KITCHEN TOWELS: Remove and take home the dirty table linens and clean/laundry them. Please return them to linen storage upstairs within five (5) days of your event. Remove and take home and wash dish/kitchen towels and return to the middle kitchen drawer across from the sink within two (2) days of your event. If you have any questions, please contact SWC Linens Committee Chair Barbara Lockhart.

6. KITCHEN CLEAN UP:

a. Kitchen: Clean up kitchen, clear and wipe down counters, clean sinks, leave kitchen space empty and clean so the next event chair doesn't have to clean up after you!

b. Club Wine Glasses, etc: If you used SWC wine glasses, etc., please wash them using our kitchen sanitizers and return them to the basement. The dumbwaiter (on the left outside the outside kitchen door) and our black heavyduty dolly makes the return of the glasses to the basement much easier.

c. Sanitizer Dishwashers: When done for the day, push the Power Button. When LED display is Blank, open and place rack(s) in dishwasher. Leave dishwasher door open to let dishwasher dry overnight. Kitchen Sanitizer Dishwasher Operating Instructions are on the counter in the kitchen.

d. Refrigerator: Please promptly remove all food and empty the refrigerator of everything EXCEPT the carafes of water. That even means taking home that big jug of leftover mayo! If you have leftover food, the Fire and Police Departments will gladly receive food. Leftover containers or platters should be brought to the basement. Left over Club wine, etc. should be brought to the basement as well.

e. Kitchen Cabinets: Lock all Cabinets! Return kitchen cabinet key to kitchen lockbox.

f. Kitchen Bins: Take the contents of the inside recycling/compost/trash kitchen bins and empty them into their respective bins at the bottom of the kitchen stairs outside the basement door.

➤ Recycling and trash - empty into the outside bins; Do not line inside recycle/trash bins with plastic bags.

➤ Compost - remove non-compostable items; empty into the outside compost bin; reline the inside compost bin with compost bags.

➤ Note: outside light on/off switch behind the refrigerator.

g. Basement: Lock basement door and return the key to the kitchen lockbox.

7. FRONT DOOR LOCK UP: Lock the front door with the key. DO NOT PRESS BUTTON.

FINAL EVENT REPORT: Send your Final Report to the SWC Program Co-Chairs Tia Hensler and Renee Maher at programsswc@gmail.com showing your actual income, expenses and net income, if any, relevant comments or observations about the event, i.e., you might want to note what went well, what could be improved upon and suggestions for future. Program costs vary for many reasons. Some programs are designed to raise money for the club to help cover costs but most programs are designed to cover their own costs. You can download the Final Report Form [here](#).

GETTING REIMBURSED: The Program Event Chair is responsible for sending their event's organized receipts DIGITALLY (i.e. scanned or photographed) along with a copy of the Final Report Form to Club Treasurer at accounting@sausalitowomansclub.org within ten (10) days after the event for reimbursement. Please keep a copy for yourself. Make sure to clarify which club members need to be reimbursed for their expenses. Download a Reimbursement Request Form [here](#). Once received and approved by the Treasurer, reimbursement checks will be mailed within two (2) weeks.