

## AUDITOR & RENTAL YEAR END REPORT 2018-2019

When I was first installed to the Santa Barbara Woman's Club Board, Katie had just recently been hired as the Events Manager. We were both learning the ropes at the same time.

I had several meetings with the entire staff (Marty, Kalyani, and Katie) to update the Rental Agreement Contract. We needed to update the Rental Agreement contract to make it easier for all parties to navigate. Many areas in the Rental Agreement were redundant. We re-configured and simplified the Rental Agreement, and had it reviewed by an attorney.

We make sure to have an interest sheet completed by interested parties that come and tour our facility, which we keep in a file. Along with the interest sheet we provide a very informative folder regarding the actual rental fees, event rental agreement, event guidelines, frequently asked questions, preferred vendor list, facility layout, and event layout.

I had Katie expand the existing events excel spreadsheet to include much more detail. Date of tour, date of signed contract, dates the club contacted event holders (2mths, 1 mth, 2 wks before event date), date the thank you note/deposit check were mailed, date we sent a survey request.

I requested that Katie mail out hand-written Thank You notes to all of our event holders, along with their refundable deposit checks. Ideally this is completed by no longer than 2 weeks (14 days) after each individual event.

I created a six question survey to be sent to all event holders. The intent of the survey was to let all event holders to know how much we appreciate them using our beautiful venue. Also, to find what we are doing well. And, what areas we need to work on. Katie sends the surveys out at the same time as the Thank You note and check, but the survey is sent electronically. We have received several surveys and they are kept in a folder in Katie's desk.

A new computer/monitor had to be purchased for Katie. Also, a new camera was purchased for the Club. This makes it much easier for pictures to be taken at many events. These pictures will enhance our websites.

Bistro tables were purchased, and they are a nice asset. Katie purchased a couple of chalk boards which have provided signage for events.

We need to look into better signage for our parking lot, especially after dark, for any and all guests that come for events.

Brooke Heflin held the Wedding Showcase at our Club again this year. Katie and Kalyani set up a table with information about booking our Club for weddings. I gave Katie permission to have another drawing for \$500, for whomever won and books with our venue to receive a \$500 deduction from the cost of their event.

Katie did attend the Wedding Faire held at Earl Warren. She handed information about our venue and answered questions. It was a good place to network. I will encourage Katie to attend more Wedding/ Bridal events. It is a good way to advertise our venue and network with other vendors, etc. Perhaps she could attend an event at an L.A. Wedding Faire.

We need to come up with more avenues for advertising our beautiful venue.

Barbara LaPlante and I conducted an employee review for Katie. These reviews will be conducted annually.

All in all we had a good year with bookings of our Club. Our revenue for May 1st, 2018 through April 30th, 2019, was \$240,855. The refundable deposit amounts, for the same timeline were \$20,675.

Tenant Rental units will be reviewed soon. Marty did purchase and install a security light for Lynn LeCouvre at her request.

Submitted by: Cindy Gracey, Auditor & Rental Chair