



# LOS JARDINEROS

Garden Club of Taos

## Job Description

### Garden Tour Committee

**Short Description:** This committee organizes and manages all aspects of our largest fundraiser, the Garden Tour, held on the first Saturday of August.

**Estimated # of members:** Up to twenty members, which includes 8 Venue Hostesses. All members will have a specific area of responsibility, except the Director. The Director ensures that coordination occurs where needed and that all activities occur as scheduled. The Tour Director will lead the Business portion of at least one monthly meeting.

**Estimated Time per member:** This will vary by function. Most committee members can expect to spend 5 hours per month from May to August. Some will need to work 8 am to 5 pm on Tour Day.

#### Committee Duties:

- With input of the Treasurer, develop an expenditure budget with a goal of at least \$10,000 profit.
- Develop an activity timeline to ensure that activities are completed in the proper order. Use the Planning Template for this.
- Most activities are assigned to specific committee members these functions are:
  - **Venues:** Team should consist of at least 3 members. Search needs to be ongoing and start in earnest immediately after current tour. Four venues with home and gardens should be found and have signed agreements. Use agreement template.
  - **Marketing:** Advertising and marketing throughout tour 'season'. This includes magazine events calendar and articles, Regional garden clubs, regional newspapers, and online tourism sites. Schedules radio ads and interviews with local radio stations. Coordinate Facebook marketing with the Communications Director. Develops reports on "How Did You Hear About Us" and home location from ticket stubs.
  - **Poster and Postcards :** Working with the contract Graphic Designer, select artist image or photograph and use to design the Tour poster and postcard. Coordinate with Ticket person for list of ticket locations. Have posters organized in packets, by location for June meeting. Get volunteers to distribute posters by July 5<sup>th</sup>. Organize postcards for distribution to Visitor Information and hotels by last week in July. Get the poster image in .jpg to the Marketing person and the Communications Director by the first week in May.

- **Ticket Brochure:** Team should include at least 3 members. Write venue descriptions (using Homeowner Questionnaires) and detailed directions, with mileage between turns, from Kit Carson and Highway 64 to venue. Working with the contracted Graphic Designer, design the ticket brochure using the poster image.
- **Venue Managers:** Each Venue should have two Venue Hostesses who will oversee volunteers, liaison with the homeowners and manage the visitors experience on the day of the Tour. They determine, with the homeowner, the number of docents and parking attendants needed and ensure sufficient docent signups with the help of the Docent Training person. They schedule a training session at the venue for all assigned docents and parking attendants. Detailed instructions for this function are provided in the Venue Training Guide.
- **Docents/Volunteers Trainer:** Recruits hostesses; aids and meets for orientations. Works with hostess - Solicit docents and parking attendants. Keeps volunteer rosters of all venues. Schedules tour of all the venues for the All day workers and dTour Committee. Uses this tour to identify issues at the venues and to further train Hostesses. Updates Hostess and docent training materials and guides as needed.
- **Tickets:** Solicits ticket selling locations at existing businesses. Coordinates online ticket sales with the Communications Director. Makes up tickets and accounting packages for each selling location. Responsible for accounting for each numbered ticket. Designates and distributes comp tickets with input from the Board of Directors. Mails tickets to Sustaining and Honorary members, using list provided by the Membership Director. Collects ticket packets and money from selling locations. Reconciles ticket and money.
- **Photography:** Takes exterior photographs of venues for gift book and marketing during May and June. Takes photographs of interiors and exteriors on Worker Tour for gift book. Takes pictures on Tour Day of guests at the Venues. Develops gift book for each homeowner on Snapfish. When received from Snapfish, gives books to Hostesses for presentation to homeowners.
- **Sponsors:** Solicits Tour sponsorships from local businesses To the amount specified in the tour budget. Prepares thank you package for each sponsor. Sends list of sponsors with website addresses to Communications Director for the website.
- **Boutique:** Selects items for boutique either through direct purchase or via consignment. Directs the set up and merchandizing of items at venue on Friday before the Tour. Procures bags for purchases. Accounts for sales and submits report to the Tour Committee.
- **Tour Day Rover:** Uses cell phone shown on the Tour poster to answer visitor questions and get needed supplies to the venues on Tour day.
- **Recording Secretary:** Present at tour meetings to note all decisions and plans. Copy to all.
- **Treasurer:** Assist in development of the budget. Prepares annual application for County Lodgers' Tax funds to cover advertising and marketing costs. Prepares change packets for each venue and the boutique. Prepares reimbursement request to the County for Lodgers' Tax. Prepares final income and expenditure report.