

BAGH EC minutes

3 pm, March 19, 2006

Venue: S. Windsor Library

Attendees: All EC members except Sudipto Ghoshal (vacationing in Seattle)

1. Saraswati Puja debrief:
 - a. Tapas: some key BAGH members did not attend.
 - b. RSVP/Preregistration with onsite registration penalty worked: Food ordered for 70 people. Actual turnout 65+
 - c. Tirthada – Discussion on how much amount is earmarked for Saraswati Puja from members who pay for all year packages.
 - d. Monosij – Some feedback that pricing was too high
 - e. Somnath – Positive feedback on Khichuri arranged by Dipadi et.al.
 - f. Finance, cash flow reviewed. BAGH should not lose money in Basanto Utsav to remain cash flow positive for the year.

2. Basanta Utsav discussion
 - a. It is a perennial loss leader – never generates enough interest or revenue. Last year, nearly half the food was wasted due to poor turnout, and revenue collected was a small fraction (~30%) of expenses.
 - b. Need a well known artist to draw a broad audience. Otherwise, only prepaid patrons attend, and no new revenue is generated
 - c. Complete apathy towards current Basanta Utsav format noted by multiple members.
 - d. Since Saraswati puja already had local talent, decision not to pursue local talent for Basanta Utsav
 - e. Decision to get a “World Class” artist by mid may, else just do a cruise/bus trip/picnic in June

3. Durga Puja discussion:
 - a. Dates fixed for 9/29 – 10/1
 - b. Decision to target Srikanta Acharya for 9/30 (may be a premium time slot). Monosij to explore/coordinate with Gautamda.
 - c. Stage decoration assigned to Tirthada/Ratnadi/Dipadi
 - d. Concept of boxed lunch discussed
 - e. Subscription for DP discussed. Single 1 day = \$40, Whole event = \$55, Family 1 day = \$75 and Whole event = \$90 proposed as candidate pricing model instead of coupons
 - f. More aggressive collection of Ads discussed – decision to setup a committee with Sibda in charge to collect ads
 - g. Suggestion to put Sudhangshuda in charge of cultural programs
 - h. Monosij and Somnath to seek corporate donations.