

MINUTE of MEETING of the ENTERTAINMENTS
COMMITTEE of the SCOTTISH POTATO TRADE
ASSOCIATION held at 8, Kinnoull Street,
PERTH at 12.15 p.m. on Friday.

31st. August, 1979.

PRESENT: Messrs. D. H. Lindsay, J. R. McArthur and K. A. McKenzie, with
R. David Hunter, (Secretary) and D. Blackmore (Assistant) in attendance.

APOLOGIES: Mr. Blackmore intimated apologies for absence on behalf of
Messrs. J. H. Barr, P. Miller and A. K. Powrie.

DINNER-
DANCE:

Mr. Lindsay explained he had called today's meeting at very short notice primarily to consider an important observation on the Committee's earlier discussions of Prize Draw financing that had now been made - the possibility that a shortfall could occur without there being reserve funds available to meet it.

The Committee unanimously agreed that escalation of the Prize costs had brought this possibility into sharper focus and (having decided if possible to avoid cancellation of the draw altogether) this early opportunity to devise remedial measures was gladly welcomed. Mr. McKenzie had also pointed out that restricting the sale of Raffle tickets to about two and a half hours (i.e. from after Dinner until say, 11.30 p.m.), created a very daunting hurdle indeed which, now that the "break-even" target had been revised, would prove extremely difficult to surmount.

Mr. Blackmore regretted the inadequacy of his cost Estimate submitted to the Committee's previous Meeting and reported that confirmation of the Prize booking was now to hand. He explained that, if the draw were cancelled forthwith, the booking deposit (£80) and the Insurance costs (£9.50) would be forfeit. He also explained that his revised cost Estimate (already circulated) was most pessimistically stated and was based on his understanding that the draw was intended to be entirely self-financing, quite independent of Dance funds (i.e. the Draw was not intended to subsidise the Dance or vice-versa.)

The following discussion established that the viability of the Draw (and indeed, of the Dance itself) depended entirely upon the most realistic assessment possible of the attendance at the Dance. Whereas previous decisions had based upon agreement that approximately 175 people would be present and Dinner/Dance tickets could therefore be priced at £7.75 each (and today's Meeting still felt this to be a reasonable or even a somewhat understated view) it was agreed that to-day's reconsideration should proceed from the most pessimistic view, that attendance would not exceed, say, 150 people.

On this basis it was agreed that, despite the formerly agreed psychological advantage of pricing Dinner/Dance tickets at £7.75 each, this price should now be determined at £8.00 each. It was pointed out that in the event that an attendance of 200 can be achieved (which figure was still believed to be an attainable target) then the estimated "reserve funds carried forward" would be increased by about £75.

In this light the Committee decided that the earlier non-cross-subsidisation view should be abandoned. Utilisation of access to the estimated "carry forward reserve" of £100 indicated that the estimated Prize cost of £400 could be considered on a "net cost" basis of £300./

Having first confirmed the cost of Draw Tickets at £1.00 each and that a (say) £250 Voucher towards a holiday of the Prizewinner's own choice was an unacceptable alternative, the Committee next scrutinised the cost of the already booked Prize. It was decided that the "full-board" element (£6.00 per person per day) and the insurance element (£4.75 per person) were strictly the responsibility of the Prizewinners themselves and should be excluded from the cost of the Prize, the Secretariat being instructed to revise the already-made booking accordingly.

With the "net cost" of the Prize thus further reduced by a total of £45.50 to a revised "round-figure" cost of £250, the Committee reconsidered the mechanics of the sale of Draw tickets to achieve the "break-even" point. Accepting the validity of Mr. McKenzie's view, it was agreed that the "selling time" should commence at 7.30 p.m. instead of "after Dinner" (and even be extended to pre-function "with Dinner/Dance Ticket" sales, to alleviate time-pressure at the function itself) but, to ensure the Prizewinner's actual presence at the function, Draw Tickets would not be available to non-attending Association Members, or the public, at large. The Secretariat also undertook to ascertain whether, in these circumstances the Draw would require to be registered in terms of the Lotteries Acts, printing of the Draw tickets being deferred until this point has been resolved.

In consideration of whether the resultant sale of 350 Draw Tickets to 150 people attending the function would thus be a realistically tenable "ratio" possibility, it emerged that (on a "betting-odds" basis) those present at to-day's Meeting (between them representing about 30 attendances at the function) had intended to purchase at least 120 Draw tickets. It thus became clear that even if a small number of others acted similarly a situation could arise in which about 100 people would be competing to buy about 150 tickets. This was unanimously agreed to be an unacceptably low ratio and re-opened discussion of the very undesirable possibility that the demand for Draw tickets would exceed supply.

After further prolonged discussion it was resolved that Draw Ticket sales, at £1.00 each, will be strictly limited to a total of 400, those present at to-day's Meeting undertaking to ensure that within that limit they and/or their Guests will take up to 120 of the tickets. It was also clearly recognised that these arrangements would necessarily increase the chances that a Committee Member or his Guest will win the Prize, but that this undesirable effect would have to be accepted as an inevitable consequence of the undertaking. It was also suggested that the last Draw ticket could be auctioned, rather than sold.

The Committee also decided to discard the proposed draft "Good News" letter announcement, in favour of a revised (shortened) version which the Secretariat undertook to prepare and to circulate to the Committee for approval prior to despatch. Having regard to the previously agreed timetable of events, it was agreed this be revised to provide (a) instruction of the printing of duly amended Invitation/Programmes on Monday, 3rd. September (b) for delivery not later than Tuesday, 11th. September, to permit (c) circularisation, with duly approved covering letter, to all Association Members, by first class mail on Tuesday, 11th. September, 1979.

The Committee next considered the pre-circulated Printer's proof copies of the Invitation/Programme and decided as follows:-

- (a) "Dinner, Dance and Disco" on page 1 should be in a "script" typeface and "staggered", in descending lines, across the page;
- (b) pages 2 (Menu) and 3 (Timetable) should be transposed, and
- (c) page 4 should show full details of the Draw Prize and also state that the sale of Draw Tickets, at £1.00 each is (a) strictly limited to 400 and (b) on sale only at the function or to Dinner/Dance ticket-holders before hand.

The Secretariat was instructed to ensure that this information was made quite clear in the (revised) covering circular letter, which must also announce that the Dinner/Dance Tickets are to cost £8.00 each, Thereupon the Meeting concluded.