



# **Volunteer Training**

29 May 2019

# Agenda

- Opening Remarks
- Introductions
- General Training
- Team Specific Training
- Questions?
- Breakouts (as needed)
- T-Shirt pick-up

# CFA Volunteer Leaders/Points of Contact

- Volunteer Coordinator: Susan Boucher
- Volunteer Check-In Booth Leads
  - Judy Combs
  - Charla Phillips
- Information Booth Leads/Sales Merchandise Leads
  - Mae Beale
  - Dottie Byers
  - Phyllis Yigdall
- Artist Load In/Out Lead: Susan Boucher
- Artist Vendor Support Leads
  - Diane Gibbons Lesko

# CFA Volunteer Leaders/Points of Contact (cont'd.)

- Green Team Leads
  - Karen Douglas
- KidzArt Leads: Volunteer Check-in Booth Leads
- Performing Artist Hospitality Leads:
  - Will Simmons
- Ushers:
  - Tara Gary
  - Diane Mastroianni
- Columbia Film Festival:
  - Bob Marshall



Everyone is an Information  
Ambassador

# General Festival Information

- Columbia Festival of the Arts Mission:  
Present a world class celebration of the arts and entertainment that attracts, engages, and inspires the broad and diverse community it serves
- Columbia Festival of the Arts 2019 is comprised of:
  - LakeFest (14-16 June) -- **entirely free** for everyone
  - Ticketed Performances (June 20-23, and 25) – tickets must be purchased
  - Columbia Film Festival (June 27-29) – tickets must be purchased

# LakeFest (14-16 June 2019)

- Held every June
- Located at Lake Kittamaqundi, Downtown Columbia
- Three days of:
  - bands,
  - a juried artists' show,
  - children's activities,
  - festive food and beverages,
  - and spectacle entertainment

# Ticketed Performances (June 20-23, 25, 29)

- L'Homme Cirque will be under a tent located in the Merriweather District - Intersection of Broken Land Pkwy and Hickory Ridge Rd (*address to use in GPS: 5937 Symphony Woods Rd Columbia , Maryland 21044*)
- Most other performances occur on Howard County Community College campus, in the Horowitz Visual and Performing Arts Center
  - Montebaro Hall
  - Smith Hall
  - Howard Hall, Room 249



# Columbia Film Festival 2019 (27-29 June)

- Performances will be in one of four locations:
  - Historic Oakland Manor House, 5430 Vantage Point Rd, Columbia
  - Howard County Community College campus, the Horowitz Visual and Performing Arts Center:
    - Montebaro Hall
    - Howard Hall Room 249
  - Howard County Center for the Arts **[private reception]**, 8510 High Ridge Road, Ellicott City

# For LakeFest, where is/are...?

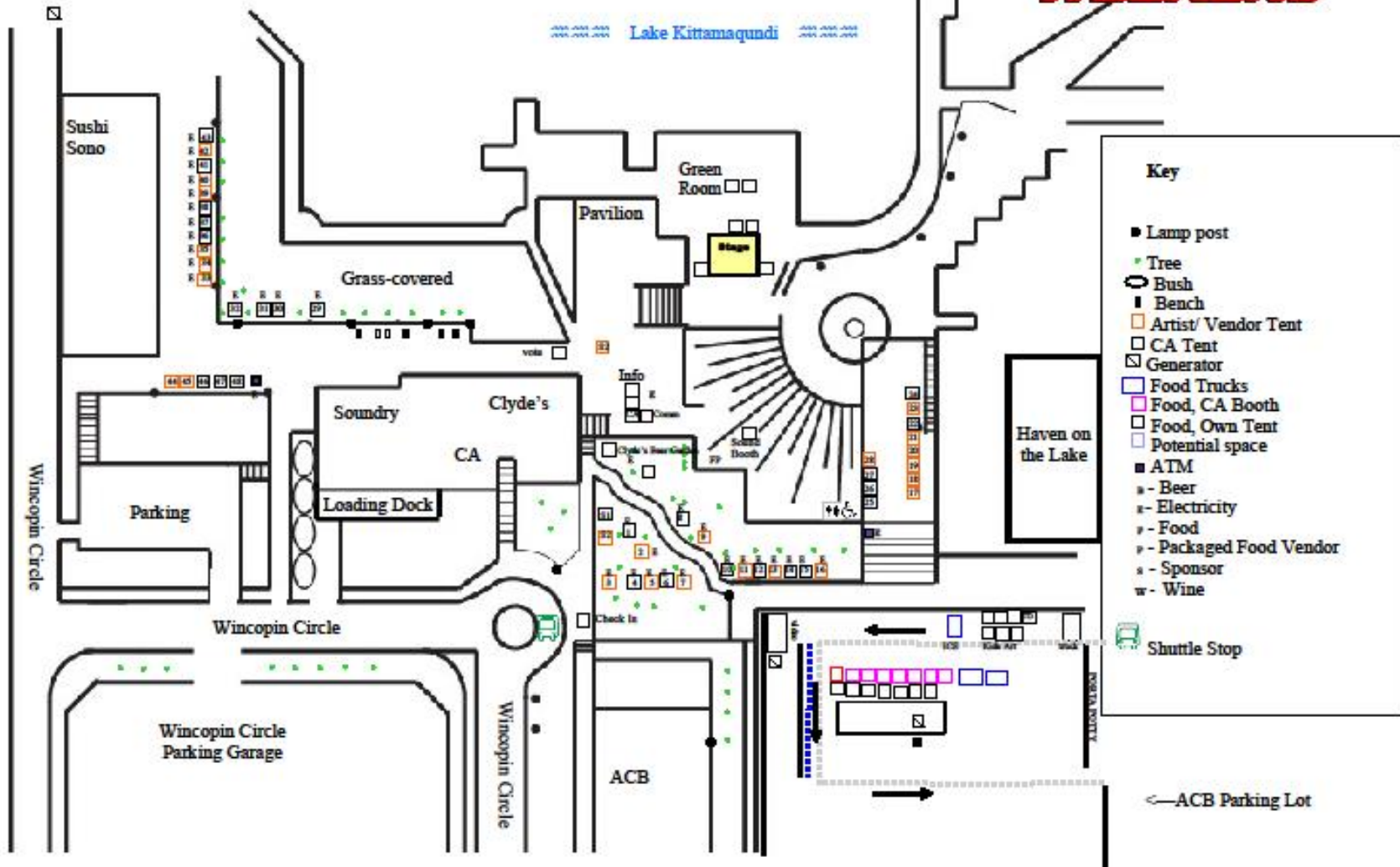
- Parking
- Toilets
- Food/Drink
- Check In/Out
  - All Volunteers should report to the Volunteer Check-in Booth at the beginning of their shift to pick up their badge
  - Badges should be returned to the Volunteer Check-in Booth at the end of your shift
  - Shifts begin at the time specified in Sign Up Genius and end at the time specified, unless you are dismissed earlier by the Volunteer Coordinator or a Volunteer Check-in Booth Lead
  - If you are on a final shift for the day, please assist in boxing up all supplies and equipment, and tidying up your area. Leave supplies in plastic bins under the tables.

DRAFT 2019

Note: REVISED as of 5.23.19

All vendor and artist participation and location on site map subject to adjustment

FREE with festival entry  
JUNE 14-16  
LAKEFEST  
WEEKEND



# What do I wear/bring?

- For LakeFest:
  - Light colored or tan/khaki pants or shorts and your Festival T-shirt
  - Sneakers are recommended
- For Ticketed Performances and the Film Festival:
  - Black skirt/slacks and a white shirt/blouse
  - Dress shoes
- Additional items to bring:
  - At LakeFest: Please bring a reusable water bottle that can be filled with water at the Volunteer Check-in Booth or the Information Booth
  - For all venues: Please bring your cell phone if you have one. [For LakeFest: Be sure the Volunteer Check-in Booth has your correct cell phone number and that you have the number of the leads at the Volunteer Check-in Booth]
  - Rain gear, if warranted

# What do I do if....?

- If you cannot work a scheduled shift due to illness or personal emergency, please notify your Team Lead as soon as possible so that an On Call Volunteer can be notified
- If at any time you have trouble or an issue arises that you cannot handle, please notify the Volunteer Check-in Booth or a Team Lead. Issue Managers will be sent to provide assistance.
- Bring any lost children (or adults) to the Information Booth for assistance and notify the Volunteer Check-in Booth to provide an Issue Manager
- For minor scrapes, the Information Booth will have a First Aid Kit. For anything more major, call 911.
- If severe weather threatens, Team Leads will be notified to bring down/secure the booths and to have their teams shelter in place in the parking garage behind Clydes, or in Whole Foods. If possible, help vendors bring down/secure their booths

# What else do I need to know?

- If you are not scheduled to work at a particular time, but you find yourself at the lakefront and want to help, please come to the Volunteer Check-in Booth to offer your assistance
  - DO NOT HEAD TO THE INFORMATION BOOTH AND OFFER TO HELP**
- To take advantage of one of your Volunteer benefits -- free stand-by seating to ticketed events
  - Be at the performance location prior to its start
  - Make your presence known to the ushers by showing them your name tag
  - Develop a line and wait quietly until the ushers notify you of available seats
  - Do not expect to be given multiple seats together

**Mark your calendars for the Volunteer Appreciation Picnic on 17 July from 12:00 – 8:00 p.m. at Centennial Park, Pavilion H**



**Team-Specific Training**

# Arts and Crafts Vendor Support

- After checking in ensure your apron has ample programs, maps, a pen and paper to take notes for future reference by CFA staff, and if desired, take an umbrella for shade/inclement weather
- Begin your walk-about, engaging vendors on whether they need a break and if you could possibly schedule a time for their break
- Let artists know they can call the Volunteer Check-in Booth Leads if they need a break and can't locate one of our Vendor Support volunteers; provide them the Check-in Booth Leads phone numbers
- Check-in Booth Leads will then likely contact the volunteers on shift to relieve the artist
- Ask vendors if they are having a good time, and if there is anything that would improve their time at the Festival. Take notes and provide to the Volunteer Check-in Booth at the end of your shift.



# Artist Load In/Out

- After checking in, remain at the Volunteer Check-in Booth until directed to your location by the Artist Load In/Out lead
- Take care with not only the artists' work and supplies, but your own physical well-being
- Drink water often (available from CFA at the Information or Volunteer Check-in Booths)
- If you need a break, please notify the person in charge, and then promptly return to the rest of the team

# The Green Squad

- After checking in at the Volunteer Check-in Booth, be sure to receive a few pairs of plastic gloves and then proceed to your station as directed by the Green Squad Lead
- Pleasantly engage guests as they come to dispose of their trash, by asking if they need help in sorting their trash into compostable, recyclable and other bins
- Close up bags in composting bins and take to collection point.
- Monitor trash and recycling receptacles and close up and replace as needed
- Take every opportunity to educate them on our goal of reducing the waste generated by the Festival

# Information Booth & Roaming Information Ambassadors

- Ensure the booth has ample programs and maps at the start of each shift; if more are needed notify the Volunteer Check-in Booth
- Determine which volunteers for the shift will serve as Roaming Information Ambassadors (RIA) and whether they will perform that role for the entire shift or be relieved
- RIAs will begin making a loop of the festival grounds from opposite sides of the lakefront
- Before RIAs set out for their shift, ensure they have ample programs and maps in their aprons, a pen and paper to take notes on customer satisfaction/complaints, and if desired, take an umbrella for shade/inclement weather
- Engage guests, especially if they appear lost, confused or have questions. Provide information or materials to assist them.
- Ask guests if they are having a good time, and if there is anything that would improve their time at the Festival. Provide any notes taken to the Volunteer Check-in Booth at the end of your shift.
- **Note: No CFA staff, Board member, artists, volunteer, food vendor or any other Festival participant should receive a T-shirt at the Information Booth**

# KidzArt

- After checking into the Volunteer Check-in Booth, proceed to the KidzArt area, and report to the person in charge
- Identify yourself as a CFA volunteer there to assist
- Follow the instructions of the person in charge.
- Check-out with the Volunteer Check-in Booth.

# Merchandise Sales

- This year CFA will allow purchases of CFA merchandise via cash, credit/debit card, or check.
- Performer merchandise will only be purchased with cash or check, unless otherwise notified by a CFA Staff member.
- Determine if the booth has all necessary merchandise, equipment, ledgers and cash at the start of each shift. If anything is needed, please contact the Volunteer Check-in Booth.
  - Two iPods and one iPad
  - Charging station
  - Three cash boxes – one for CFA merchandise and two for performer merchandise
  - Sales Tracking sheets (for CFA merchandise)
  - Artist Merchandise Tracking Sheets
  - Sales Receipts Envelopes
  - Two merchandise tables – one for CFA and one for performer merchandise

# Merchandise Sales (cont'd.)

- A CFA Staff member will be responsible for providing the booth the iPods/iPad, three cash boxes with their Beginning Change Funds at the first shift of the day, providing new cash boxes for each shift and for picking up the cash boxes at the end of the day.
- The in-booth Team Lead is responsible for accounting for the cash boxes during shifts.
- Two person accountability for cash received at the beginning of a shift and for cash returned at the end of a shift.
- All CFA sales are tracked using Sales Tracking Sheets
- Performer merchandise is tracked using **Artist Merchandise Sales Tracking Sheets**. All artist merchandise must be counted both pre- and post-sales with artist's rep prior to acceptance/return of merchandise.
- Cash and checks from merchandise sales are put into Sales Receipt envelopes, along with the Sales Tracking Sheets – one envelope for CFA and one for the performer, if they provided merchandise for sale
- Be sure to plainly mark each envelope as CFA or [Performer Name]

# Merchandise Sales (cont'd.)

- Be sure to leave the \$50 Change Fund in the cash box and out of sales calculations, at the end of each shift
- If a performer provided merchandise for sale:
  - Total the sales of the performer's merchandise
  - Unless told otherwise, calculate 15% for CFA and annotate on the envelope
  - In a second envelope, marked with the performer's name, place all the funds from merchandise sales (less the \$50 Change Fund) in the cash box used for that performer
  - Take the performer's cash box to the "Green Room", where you will settle up with the performer or their manager
  - Meanwhile, use the second Performer cash box to begin setting up for the sales of the next performer.

**All volunteers selling merchandise or concessions will be emailed a copy of the Sales Procedures. There will also be copies available within the Information Booth and the Volunteer Check-in Booth.**

# Performing Artist Hospitality

- Ensure the Green Room is clean and inviting for guest artists
- Organize drinks and food trays to maintain freshness
- Create a calming atmosphere; if artists appear to want quiet, please try to provide that
- Be aware of and provide for special needs of guests, if appropriate



# Ushers/Concessionaires/Ticketing Attendants

- Ushers/Concessionaires/Ticketing Attendants
  - Arrive 45-50 minutes before the performance starts, in appropriate attire, to meet with the House Manager
  - Seats will be cordoned off for ushers, concessionaires and ticketing attendants, when possible
  - Note where the restrooms are, so that you can direct guests
- Ushers:
  - If programs are provided, ensure there are ample programs. If additional programs are needed, see the House Manager.
  - Help persons with accessibility problems into their seats.
  - Once the ticketing attendant or House Managers informs that the box office is closed, seat any CFA volunteers that have queued up for unsold seats
  - When the performance is over, help any persons with accessibility problems depart the theatre
  - Tidy up the theatre for the next performance, disposing of trash appropriately

# Ushers/Concessionaires/Ticketing Attendants (cont'd.)

- Concessionaires
  - Ensure you have all needed supplies. If any are missing notify the CFA Staff member on site.
    - Cash box for concessions with \$50 Change Fund
    - Sales Tracking Sheets
    - Sales Receipts envelope
    - Food/beverages for sale
    - Price list
  - For Rene Marie performance – you will need **two cash boxes**, as CFA will be selling performer merchandise. For all other shows only one cash box will be required for food and beverages. ***See guidelines under Merchandise Sales for how to account for performer merchandise sales.***
  - No credit cards will be taken for performer merchandise – only for CFA merchandise, unless otherwise notified.

# Ushers/Concessionaires/Ticketing Attendants (cont'd.)

- Concessionaires (cont'd.)
  - If you are the last shift of the day, pack up the supplies, noting any shortages and store them in the box office or return to CFA staff member. Email needed food/beverage supplies to the Volunteer Coordinator, so they can be replenished by the next day's first performance.
- Ticketing Attendants (only used at the Film Festival)
  - You will be handling the Film Festival passes with lanyards (if not picked up previously), in addition to individually purchased tickets.

**All volunteers selling merchandise or concessions will be emailed a copy of the Sales Procedures. There will also be copies available within the Information Booth and the Volunteer Check-in Booth.**

# Volunteer Check-In Booth

- Have each volunteer sign in and out, noting times of arrival and departure
- Issue and receive badges
- Ask Volunteers to ensure their cell phone number is correct on the listing held by the Volunteer Check-in Booth
- Ensure each Volunteer has the cell phone number of the Check-in Booth Leads
- Upon Check-out, ask Volunteers if they heard anything positive or negative about the Festival today
- Familiarize yourself with Emergency procedures and phone numbers



**Team Breakout Sessions**