

Information from March 13th RAGBRAI meeting in Des Moines

After attending this meeting I thought I would let others know what comments, suggestions and ideas were discussed. I found it to be a very informative meeting and felt everyone should be informed. Read all or parts that may be of interest to you. Teachers, forgive me if the grammar is not correct. Judy Welch

- Missouri Valley has set Vendor Fees: (Local is considered in the County) Local Non-Profit - \$200; Local Profit - \$400; Out of County – Non Profit - \$400; Profit \$600 Electricity \$50 Plus \$100 deposit for clean up. If their area is clean they will return the \$100.
- Jack Stube (not sure spelling of last name) – RAGBRAI logistic person will be in T-T within the next 2 weeks, possibly Good Friday to see where the campgrounds are located, baggage semi to be parked, information center location, layout of downtown, where RAGBRAI trailers will be stationed. He will be in T-T to make suggestions. His number is 712-348-4678 if we have questions. I am hoping committees involved in locations, will be able to meet with him, or at least find out about his suggestions. When I find out more to when he will be in T-T I will let you know.
- Hampton discussed their theme. Tips: Make sure you have people to tear down. Have a great welcome entrance. They used white shirts. Town people will be the ones purchasing your shirts. Purchased 850 shirts included kid's sizes. Inventory of shirts is hard to keep track if you have a lot of places where you are selling the shirts. Had Friday's as "wear shirt" day for the town. Sent out letters to rural residents to decorate their properties for bikers coming into town. Sent letters out once to local businesses to ask for sponsorship did not go business to business asking for funds.
- Independence discussed campgrounds and housing. Tips: Have plenty of radios as communication was the key for their committees. Go outside of town to tell support vehicles which campground is best for them. Had 300 to 400 RV's. If campground already reserved by a larger charter, had a barrel of all the information at their site this helped bikers to go straight to their campground instead of the biker information center. Have plenty of water spikets at each campground. They used 6' lines to make their watering areas. Know your storm facilities. Most riders gone by 9:30 AM the next morning and by noon maybe a few stragglers.

- ICE – a major part of RAGBRAI. In talking to towns, have one organization sell ice. Have them get a semi through the local grocery store and set it up to sell ice out of plus have a gator or two to go around and sell ice to bikers, vendors, RV's, etc. Make sure your vehicles have liability insurance in case you are in an accident/incident. This is a big project, but a money maker for some group. Ice falls under non-vendor. Anyone interested check in with Galen Musgrave. Then again maybe Galen has this under control already.
- DUMPSTERS – Independence felt that dumpsters were a great help in keeping areas clean. Have garbage bags available for campers to use, a big help.
- Housing – Independence – had everything on a spreadsheet. Tips: Start matching up housing with bikers right away don't let them pile up until you have all of them, they felt they had trouble keeping up. They had 336 teams apply for housing. They housed 246 teams. 9 teams cancelled, 43 private camping areas, 43 were not placed. 19 teams found their own place and 5 teams found housing the day of the ride to that particular city. One housing area that took in quite a few riders gave out gift bags. Independence used binders to move their applications from waiting to be filled to filled. Once filled and everything checked out okay the application and match-up went to an accordion type file.
- Spencer – Food and Non-Food – they had four or five people on the committee. They set June 10th as their deadline date for applications. They set fees as follows: Local Non-Profit - \$200; Local Profit - \$300; Non-Local Non Profit - \$400; Non-Local Profit - \$600. They explained to their locals that the fees were to help pay for the advertising that they would receive in the newspaper flyer that was delivered to the bikers at the night before town. They had 10 non-food vendors; 30 food vendors; and 10 churches and downtown restaurants. They thought they may have had too many food vendors.
- FOOD Vendors – Set up the night before – have volunteers ready – first riders came in about 9:00 AM.

- NEED a Renegade Person (person who is gruff enough to tell a vendor to shut down as they did not get a permit to sell in our two cities) I guess this is a common occurrence. Some vendor will just set up in your town and think they can sell without a vendor's permit. One city said they had to ask a business to leave three times as he tried three different places to set up. If you can think of a good person, let Food/Non-Food know. Our law enforcement may be our help, but they can't get away to go up and down the streets looking for offenders.
- Churches putting on a meal – plan for two times your turnover, when you run out you run out. Too many times churches over plan of what they can handle and then left with extra food.
- FOOD VENDORS – most vendors close at 8:00 PM. Suggestion was to stay open after the main entertainment closes. Some businesses did better by staying open late when others were closed.
- Bike pins were sold in one city bringing in \$4,000. They had competitions between two businesses. Whoever sold the most had to do something for the other business. Example: Grocery Store vs. Bank. If bank won, the grocery store people had to hold the door open for customers at the bank for one day. If the grocery store won, the bank people had to sack groceries.
- Spencer sold 800 shirts. On their shuttles they had someone talk about their town. They had family entertainment 2:00 PM to 9:00 PM.
- Cedar Falls – talked about signage, try to keep ahead of printing signs. The day of you will find that you will need additional signs you did not even think about, be prepared. Cedar Falls was a bigger community than ours so some of their thoughts would not relate to our size. Tips: have a place for the media, if media has to park along ways, you may need to provide golf carts for them to get their gear to the entertainment areas.
- TABLOIDS – (the newspaper that is delivered to the overnight stop on July 22nd) – at least 10,000 prints. With the access of the website, the use of the tabloids has gone down.
- Porta-Potties – In Rock Rapids, biggest expense was their Kybo's (porta potties) \$6,900.

- Rock Rapids relied on beverage garden for revenue. Had sponsors which helped keep expenses in line. Had rain insurance if it rained they wanted to make sure it would cover what they expected to make from the beverage garden.
- Rock Rapids – One person paid all the bills, this helps keep control of what was going out. Spent a total of \$5,000 on entrainment, felt local entertainment was okay.
- BEVERAGE GARDEN – Rock Rapids had 200 5 gallons pails of water they froze at a local locker. Then they used that ice in the beverage garden so they did not have to purchase ice.
- ELECTRICAL - Suggestion by Rock Rapids – Whatever you think you are going to spend on electricity add 15% to 20% to that number.
- Let Budget Committee know what went on at all your meetings
- LAW ENFORCEMENT – Have them wear a bright colored shirt all the same. Independence used 43 additional officers. At traffic points always have two working the area. That way one can take a break for water and cooling down. Mark on streets to main campground. Have shuttles make a right turn as much as possible.
- VOLUNTEERS – have an air conditioned place with water
- MEDICAL – Plan for the worst case – dehydration major concern. Make sure hospital is staffed. Break down the town of which ambulance will go where in case of an emergency. Let vendors know where they can get medical supplies if needed. Make sure you have gators for ambulance crew. If you need more information from Independence call 319-334-2520.
- PROFIT – In talking to three of the cities involved in last year, no city planned how to spend any profit until the event was over. One city thought that would make it seem like that is all they were after, was to make a profit. Independence took their profit and decided to give back to each local vendor a portion of the profit. One town is holding their funds for future RAGBRAI's for seed money. Dyersville lost money. They had used motor

coach transportation which cost them \$5,000 so they gave great shuttle rides, but it was costly.

- Dyersville – They had their entertainment in the beverage garden. The garden opened at 2:00 PM with a D.J. until 4:00 PM. Beer was not served until 4:00PM . They had the Air Force Band playing at 4:00 PM which was free then at 6:30 PM until 9:00 PM they had local entertainment and then the big band at 9:00 PM Total cost \$5,000. They had at least 40 Kybo's in the entertainment area and they need to be serviced. Their music played until 11:30 PM. Last round of drinks were served at 11:30 PM so everybody was out by 12:30 AM. They had three entrance areas for the entertainment. If you had a Dyersville shirt on, you got in free otherwise it was \$2.00. (So Dyersville sold a lot of shirts all over the world ahead of time to bikers) Shuttle rides were addressed the same way. If you had a shirt you got to ride the bus free, otherwise it was \$2.00. Buses ran noon to 1:00 AM. As far as clean up Dyersville had the Boy Scouts hired to clean up at 1:30 in the morning after the beverage garden closed. They got to collect all the cans. They also got a flat rate for cleaning up. I guess kids and parents all showed up at 1:30 AM.
- Dyersville - They did not mess with inflatables for kids entertainment, however, called in a group from Cedar Rapids that if they wanted to bring in their inflatables, they could. They did come and the town was told that they did alright with profit for themselves. Inflatables ran from 4:00 PM til dark. Someone started a Hacky Sack Game with just a group of kids and a lot of people stood around to watch.
- At lunch, Independence was telling me that they ran 4 buses in the morning then at noon added 8 more and ran all 12 until they were not needed. They paid their drivers \$10.00 an hour and the school paid for the fuel. They had two routes one from the main campground to the entertainment area and then one route that went to all the shuttle sites around town. These were color coded buses, with the schedules on the side of the buses.
- SEED Money - I was asked if T-T had seed money to pay incoming bills that will happen before revenue is received. I could not answer that question. Two of the cities had their local town donate \$10,000 and when everything was said and done the \$10,000 was returned to the city before profit was projected. The other city did not do as well and only returned \$5,000.

- **INSURANCE** – The gentleman talking about insurance reminded those who loan out their golf carts, may not have insurance for that golf cart once it is off their property or going to the golf course. So if you borrow from friends make sure there is insurance cover against accidents and liability. The **RADIOS** that you rent make sure there is insurance to cover for loss or damage. If you rent out **ATV's** or **Golf Carts** make sure there is liability coverage and a “hold harmless” clause for the cities/chamber. Volunteers, check to see if we have coverage for volunteers working - accident/medical. A waiver for the volunteers to sign concerning accident/medical is good for them to sign. Rain insurance was also mentioned as a good idea. One town did benefit by having that insurance. I think their coverage was for a half an inch of rain. All vendors need a certificate of liability coverage.
- **SALES TAX** – All temporary vendors will receive a sales tax report form for them to report their sales. We (non-food and food vendor committee) must list all of the vendors we give the form to and report to this to the Iowa Dept of Revenue. I have the forms and will discuss this further with the vendor committees. Friends of **RAGBRAI** have their tax permit forms. The wrist bands sold to ride buses are taxable. Non-profit groups pay sales tax. There are some tax exempt groups which are usually a 501(3)c group. That means that 100% of the profit they make is used for education, charity or government. I am sure Charlotte will help us out on this too. Sales Tax person to call with questions – Opal Current 515-242-6091
- **FOOD Inspections** – Set up a meeting with food vendors to train how to handle foods. New rulings as of July 1 concerning the preparation and handling of food. Food vendors will require a food permit from the state. If food is prepackaged or non-perishable like water and Gatorade no food permit is necessary, however, handling of the bottles and packages requires training. Potential hazardous foods with milk, meat, pasta, cream pies. Anything requiring refrigeration cannot not be made in a kitchen that is not a licensed kitchen and then brought to the booth for selling. You can cook the foods on site and serve the food at the same site. Churches can cook the food in their kitchen as long as it is served at their church. If they sell it anywhere else they are considered off site and then their kitchen would have to be a licensed kitchen. If refrigerators are used on site, like a booth, the refrigerator has to be cold before any food is placed in the refrigerator. No bare hands on any ready to eat food items. Beverage bottles placed in ice coolers have to be standing so the bottle is easy to grab so person grabbing

does not touch ice or other bottles. No floating bottles, so the cooler has to have the water drained. Most important- a log of all volunteers names and when they worked for every food vendor. If anyone should become sick from any food served it helps nail the problem down with the health department. The health department will be on site July 23rd.

- Tyson Meat representative talked about their 32' semi and another refrigerated truck that is available to set up to sell food, if we want them. They only come if we are interested. They are a food vendor, however, some of their profit would go to the local food pantry and I think they also support other charities.
- Iowa Telecom talked about their trailers coming. They provide computers and phones for registered riders to keep in touch with the rest of the world. One or two trailers will enter our city. We will find out later how many will be coming. They set up at 7:00 AM in the morning.
- One of the 20 charter bus services presented information concerning chartered services. Even though there are 20 charters only 12 charters were used last year. The Pork Belly Charter is the largest with 600 bikers using the service. They haul the bikers' equipment, along with tents, food, beverages and anything else for the comfort of the biker. They also bring their own massage person for their riders. The massage person is used only for their group they do not solicit. They also use local caterers from towns, depending on the day, to have them cook their night meal. So the question came up last year if they should be charged a vendors fee for the massage person. Supposedly another charter was soliciting extra massage business which lead to a vendor's fee for the massage workers. So should they pay a fee for them using their own massage people? Do you charge a vendor's fee for the caterer hired from your local community? Right now after a short discussion by the ones in my vehicle going home, not to charge the for the massage person as long as the person was not soliciting. However, the caterer would have to pay a vendor's fee as he/she would be getting paid for the one time service to the charter. He/she could add the vendor fee to the cost charged to the charter. The cooks, massage people or workers on the charter would be part of the charter's crew, but not a caterer that they would hire for the day.

- MEDICAL - Bob Libby, RAGBRAI's medical person will come to see the local medical teams the first week in May to discuss communication with the county along with ambulance and medical requirements.

I hope you find this information of some use. I am sure there were other comments that I may not have noted. Judy Welch, Chair #3