

MHF After Action Meeting minutes

10/16/24

Those in attendance were Leigh Ann Adcock, LuAnne Clark, Alvin Billings, Allan Daniel, Linda T. Mason, Victor Russell, Lauren Newlin, Taylor Parrish, Darauna Davis, Michelle Brandon, Cortney Phillips, Tabatha Boyd, David Sneed, Carolyn Hayes, David Adcock, Charlie Roberson, Johnny Surles by phone, and Kevin Otis. The meeting began at 10:04am.

The meeting began with requesting any positives or areas needing improvement. The listing of items are as follows.

A Cobb Center volunteer saw someone with a handgun holstered on their hip. They did not have anyone readily available to inform.

The 98.3 FM van was not allowed to parade.

The Saturday Band was late to set up and got caught up in the parade traffic.

JF Webb Band did not register to parade but was allowed to participate.

Security assignments did not completely follow through

- Some left post without replacement
- The Front Entrance had some issues with letting some in that should not have been allowed and restricting others who could have been let in.

The Print Shop needs all MHF printing orders made weeks in advance

Floater should be established to help as needed and provide coverage for breaks

The Scrap Exchange should not open until 1pm.

Grover Barnett should be recognized for his 30 years of helping

The marching bands playing while parading conflicted with each other

The Saturday band was too loud – speakers should have been placed on stage

Some didn't like the Saturday band

The band should arrive well before the parade

The CSC should be open for tours

Upper campus dorm requested to be open

Heather parking overflow parking issues – the fenced field as an option if weather is good

Have a golf cart return area

Helpers needed to get golf carts returned to farm building for evening storage

Food service needs dedicated golf cart

Law enforcement needs dedicated golf cart

Front gate LEO was not very approachable about a concerned vehicle reported

Cottage booths need to do their part in organizing their booth – getting supplies, water, popcorn, etc

- Cottage booths need to do the work that day and not rely on volunteers to unload water and ice

Pit should not open until established time – noon.

Positives

Marketing was well received.

Good survey results and decent response

Weather was great

Community and MHCO group layout was done well

Many liked the parade being on campus

Other areas listed on the agenda were referenced as items to consider.

Schedule – no Wilkerson College Lodge meeting will be held during homecoming due to their schedule

Better coordination of volunteer and staff helpers

Friday Set up – groups solicited to help – Butch Weber will paint out BBQ areas

Friday program – food pulled out to match crowd not all the food ordered

BBQ team meet – food pulled out to match crowd and/or ready to sell whole

Marketing went well – TDA grant – radio, billboard. Also newspapers PSA and articles, social media, webpage

- School Backpack handouts

Chapel Service was very well received

Signage on campus was done well

Security – all entrances including the farm road should be blocked and managed with security

Save the date out to all community and shrine parade participants and others who could not attend

Focus golf carts before welcome to get people to parade line up – a priority

Lead positions established and coordinated to be POC.... Golf Carts, Community Parade, BBQ meat distribution, Friday meal, signage, volunteer coordination, set up, take down, museum, Chapel, different tour areas, security, communication for special issues, etc.

Golf Cart drivers consistent and key management

- Golf cart routes for different times – i.e. parking and parade vs. touring
- Golf carts have signs for role

Lodges be established to sponsor Friday's meal and Saturday's BBQ pit support.

Food Truck to provide burgers and hot dogs as an alternate to BBQ.

Beach Music Band for Saturday

Other band recommendations included the Connection, Brian's Hill Band, and Jason Michael Carroll

Follow up thank yous and media articles related to the event completed soon

Summary

This year was a new learning curve with Gene's retirement. In many regards the event went very smoothly. While there were parade unloading, front gate entrance, food surplus, and coordination issues, the overall feedback received from attendees was this Homecoming was a resounding success. The surveys are also very positive. Going forward these are considered to be priority items to address and put into place:

- Individuals will be assigned to be the lead for various aspects including parade line up, golf cart management, BBQ pit plate delivery, band communication and support, in-kind gift receipt, check presentation preparation, security, etc.
- Communication devices will be purchased as was used in BBQ pit to allow Johnny, LuAnne, Darauna, David A, and Kevin to more easily communicate and be able to address issues as they develop.
- An after action will be conducted with Law Enforcement to help ensure coverage and plans for next year to block additional access, continue drones, and address unloading and traffic issues.
- Entrance issues to include more golf carts dedicated to getting youth parade participants to line up area, front gate restricted to a few dignitaries, Shrine units to enter and line up through farm, overflow parking plan in place, and band to arrive before 10am to avoid parade conflict.
- Golf carts are designated and that person remains in control of the key and purpose as assigned.

- Golf carts will be dedicated to ice and drink delivery (may be able to use the new Gator if we receive it before next year), food service, and law enforcement.
- Golf carts are parked in designated area when not in use and help in returning after event.
- Security will be available at Cobb Center as one post.
- Grover Barnett will be named an Orphans Friend from stage in 2025
- Scrap Exchange, Gray Cottage, and CSC will be open at 1pm. Tours will be allowed from 1-2pm
- Food for Friday and BBQ teams will be delivered as needed rather than as ordered
- The BBQ Pit will open at noon and a fee will be charged for a plate
- Floaters will be established to provide breaks and address issues that arise like unloading donations. These will be available staff not assigned and volunteers like ambassadors
- All staff expected to stay and ensure clean up is completed on Saturday
- Cottages will be informed as to their responsibilities for their booths and other supportive assignments
- Save the date will go out by the end of next week to community groups, parade participants, and others for next year
- Band solicitation will begin now to focus on a Beach Band for Saturday
- Follow up thank yous are in the works

The parade on campus added several issues that need to be addressed. Security was very good, but needs some refinement. Parking is an issue with such a large crowd and will be dependent on the weather. Signage was good. Even with the ongoing communication with groups there was confusion that needs to be clarified. After we have done Homecoming in this context with parade on the campus, it is believed several will have a better understanding for next year. Again, most of the feedback from attendees was extremely positive. New developments are no longer new as we have done this format. The expectation is next year will have fewer hiccups and weather cooperating will be very positive.

The meeting concluded around 11:30am.

Respectfully written and submitted 10/17/24,

Kevin Otis