

Improvement	Category	To Do
7. Improve booth branding (new banners, tablecloth)	Marketing	Order new banners/tablecloths
11. Purchase and brand dunk tank	Marketing	Board Decision: Purchase
13. Dunkee medals	Marketing	Design and Order
15. Sandwich board with Dunkee Schedule and identify rep orgs	Marketing	Design and Print
16. Increase advance promotion	Marketing	Social media posts leading up to festival
27. Video / Engaging Visual Aid (Daylight) – Drone footage	Marketing	Produce engaging video (whom)?
28. Org chart of VPD and partner orgs	Marketing	Design and Print
30. Notify dunkees of the amount they raised (barometer we can reset)	Marketing	Order resetting barometer
31. Push the button option (\$100)	Marketing	Develop fee schedule
33. What is the money for?	Marketing	Improve project signing
37. Branding on the dunk tank	Marketing	Board Decision: Purchase
38. Button Maker – at Ober as an activity for kids	Marketing	Purchase button maker
39. Sponsorships for the Dunk Tank	Marketing	Sell Dunk Tank sponsorship(s)
8. More Partners with us in the parade (SEALS, BARC, Camps, etc)	Partnerships	Plan festival with partner orgs early, create schedule to do so
26. Bringing our partner orgs in – booths in same area	Partnerships	Coordinate with SF organizers to get us together
1. Start planning before the Chamber	Planning	Plan winter 2026
10. Name badges	Planning	Design and order when staffing schedule is complete
12. Coordinate w/ KC Library to avoid programming/setup conflicts	Planning	Remind KC Library of when festival prep starts on lawn.
14. Heated water for dunk tank	Planning	Vet possible options (Village Green, Ober and transport, etc)
19. Can we sink into a location (sidewalk)?	Planning	Ask festival organizers if this is an option
23. The lines blocked our messaging, booth reconfiguring	Planning	Reconfigure booth layout and/or expand
24. Larger money box	Planning	Purchase a larger money box
25. Third space? Could be across the street.	Planning	Ask festival organizers if this is an option
32. Badges for everyone – big enough to read	Planning	Design and Order badges
34. More towels	Planning	Bring more towels, maybe robes
35. Throw lines	Planning	Reconfigure booth layout and/or expand
36. RULES, particularly related to what happens when it doesn't trigger	Planning	Develop rules and signage
40. Booth layout (payment and queue away from messaging)	Planning	Reconfigure booth layout and/or expand
5. Add protective barrier to performance room floor	Security	Lay down protective barrier like it is a construction site
6. Work with security in advance to ensure staff access to Ober lot	Security	Schedule time with security rep to discuss needs
18. Security fencing around dunk tank to prevent button pushing	Security	Improve cordoning of area
2. Co-Staff Schedule (VPD, VPF)	Staffing	Increase Staff at Festival
3. Have Access Staff at Ober during the Festival	Staffing	Schedule access staff to work at Ober during Festival hours
4. Staff Maintenance Crew during the Festival	Staffing	Increase Staff at Festival
9. Dedicated staff area (Village Green, Ober, etc)	Staffing	Assign a staff area and coordinate with organizers
17. Staff Strawberry Festival themed attire	Staffing	Design and Order custom attire
20. Additional carnival barkers (Joshua Henderson)	Staffing	Recruit other barkers
21. More staff/board members at the booth	Staffing	Increase Staff at Festival
22. People to take money, share messaging, etc.	Staffing	Increase Staff at Festival