

Tierrasanta Foundation

Constant Contact Survey Results

Survey Name: Taste 2009 Survey to Attendees

Response Status: Partial & Completed

Filter: None

Nov 16, 2009 3:56:00 PM

2. Big Picture: How did you like the Taste? Did you have a good time or were you disappointed? Please select the statement that most closely reflects how you feel. - Comments

	Answer
1	I thought this was the best Taste of Tierrasanta yet (we have attended all three). The band was rocking, the food was good, the wine tasting was really fun, we won something at the auction, and we had a good time with our friends.
2	NO CIGARS PLEASE! GAG CITY -- Margaritas? Where were they?-- Great job everyone. -- Grazie mille.
3	The event was a great success and everyone enjoyed it! The food was great, the dancing was fun and the socializing was the best!
4	I especially loved seeing old friends some of which I only see a few times a year. The music and dancing was great fun....we stayed until we shut it down.
5	quite a few of the restaurants could showcase their foods better.
6	Much better than the year before. Adequate food. Also liked the idea that guests could taste the wine before purchasing a glass.
7	One person who worked at a booth felt he should not have had to pay to be admitted.
8	My compliments to all who put on the Taste of Tierrasanta. Unbelievable effort. Great community builder.
9	As a resident of Viacha Drive, we had a blast!
10	More trash cans...every event I attend misses this one thing.
11	We walked but in retrospect, we should have driven. Parking was sufficient and my poor disabled husband was quite pooped when we got home.
12	Excellent food and music. A great event.
13	I was a volunteer in the wine bar. Needs to be better organized. wines should be segregated to separate buckets- no time to search the buckets. List of bartenders needs to be available at all times with certification for training. Not much time to enjoy the other activities /food courts. Instead of ice in the buckets use freez packs to prevent lables from damage.
14	Missing food vendors - not your fault, they blew a great marketing opportunity. Vendors running out of food - again not your fault, but disappointing
15	Hard to find seating with friends because so many tables were reserved. Not enough desserts. Cost is high. The taste was still fun.
16	Would be nice to have desserts. Some restaurants gave very small servings. For the price we thought it might be a bit more classy.
17	Fantastic idea. We used to always attend the KPBS Taste of San Diego events, but those went away a while back. Now we've got a new, more exciting event to attend each year.
18	Some of the restaurants were not present.
19	Entrance could be more welcoming. Hard to find map of locations. I walked in and said where do I go now? Everyone was very friendly. Is there any way to have a center area or centerpiece? I'm not conveying this correctly but there seemed to be no central area.
20	As someone who organizes a community Fourth of July festival, I understand the complexity of putting on these types of events. As a participant, I thought the taste was wonderful!
21	We stayed longer than we expected to, and longer than last year.
22	For the event to be named "Taste"... there was no real good wine. We liked the food of most of the participants.
23	Last year's raffle process (not prizes) was better.
24	Find some way to get people to put their trash in the containers.
25	Great food, great music
26	The wine was mostly chardonnay. I think you need a wider variety. ?pinot grigio? possibly?

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**3. If you attended the Taste in 2008 (or in 2007) then how did Taste 2009 compare?
Please select the statement that most closely reflects how you feel. - Comments**

Answer

1	It did help that we sat at a reserved table this time - sitting down makes a big difference.
2	Sorry. I did not go to the 2008
3	n/a
4	Music was the best in all the years. Selections of foods and vendors was outstanding.
5	I did not attend 2008
6	This was my first Taste. I recently moved into the area. I had a great time and will come again next year.
7	We didn't attend the Taste in 2008. It was way way better than 2007!
8	Was not at the 2008 event. 2009 was better than 2007. Need to cover 2007 in questions.
9	This was the first time to attend
10	The music added to the fun. Gave us a break between eating and drinking.
11	Did not attend 2008
12	I did not attend in 2008 or 2007.
13	Seemed like more food, and easier to get nonalcoholic drinks for those of us who are the designated drivers.
14	only attended 2009
15	first time
16	Did not attend 2008
17	I did not attend the 2008 event
18	The food tastings seemed more diverse and better displayed and organized.
19	More food and drink selections. More people.
20	Last year's raffle process (not prizes) was better.

4. Tell us your opinion of the Location, Layout and Administration of the Event. - Comments

Answer

1	The only problem we had this time was that the auction was disorganized - we asked if we won something, were told no, and then later got an email and had to arrange payment, etc. later. I do appreciate all of the volunteers, but that's one area to work on for next time. Please leave this as an adults-only event. We get a babysitter for our kids and would prefer to keep it that way overall. We might not come if kids are added, in fact.
2	Kids do not belong.
3	I liked the venue, but was surprised and annoyed that the catholic church charged the tierrasanta community to use the parking lot. The church doesn't pay property taxes to the community AND received substantial donations from the event. Seems that the least they could have done was donate the use of the parking lot to benefit local schools, the library, senior groups, etc.
4	Bigger dance floor if you continue to hire outstanding bands.
5	Why did the church have to charge for use of the grounds. It could have been a nice donation to the community.
6	Sometimes it's just good to leave the kids at home!
7	Seating was scarce. If there were lots of standing cocktail tables or a tall bar-like table one could eat and move. It was a little kludgy in the seating department.
8	<ol style="list-style-type: none"> 1. as a volunteer got there early so didnt have a parking problem 2. did not use check in 3. need a see comments column 4. wine sales dropped off when the band started contrary to the prediction of knights personnel. If the wine bar and the beer bar were located near the band [located together] with tables arranged like a cocktail bar there might have been more sales. 5. logoware could be located in some 'need to be researched' better place like next to the wine/beer loc.
9	I had reserved a table and my label was removed from the table. It was embarassing to tell people that were seated there to move. There should be a better way to label the reserved tables.
10	Would like the entrance at the other end of the set up.
11	There needed to be a check-in for the handicapped parking. Traffic directors should have been stationed on Clairemont Mesa to keep the traffic directed away from the Church parking lot. Minor problems, but it did cause some people angst.
12	Would not attend if kids came.
13	If we are fifty years old, why do we have to show ID. That is ridiculous. If you're thirty, that's one thing, but gray and some wrinkles? Come on.
14	didn't notice reserved tables - were they clearly marked
15	Sorry, but someone needs to check grammar. There were enough tents, reserved tables were a good idea. Picky, I know, but it says that person who wrote this and person who proofed it are not educated. This is Tierrasanta, not south San Diego.
16	The music was great.
17	I would not normally be in favor of using the church for this event, but the space and parking work so well, that I have no real argument against it. Possibly the link with the church could diminish ticket sales to those who meet their spiritual needs differently, but we got beyond this issue and the success of the event argues against any need to change venue.

5. Tell us your opinion of the food. - Comments

Answer

1	We missed not seeing the Island Style Cafe. What happened - did they forget?
2	I guess the cigar booth was Ok if you are a smoker but I hate the cigar & cigarete smoke.
3	empty booths-no show by the restaurant was unimpressive
4	Solid on the food angle. From a public health side I would have liked some oversight or someone walking around to ensure food was being handled safely. I saw some folks keep food (cooked) unheated in the pan before serving. Food, in arrears, must be kept at a specified temp less than cooking temp...or on ice if it's that type. Probably need to have a notice sent out prior to event notifying restaurants that safe food-handling procedures must be adhered to.
5	I was hoping to see Louisiana Bud's represented, but I know they have a small restaurant with a small staff. Maybe they chose not to participate. Lots of new restaurants represented.
6	What happened to the Island Hawaiian BBQ?
7	Did not see Andiamo or Bellagio
8	Could have a few more desserts. The cigars were horrible!!!! The rest of us certainly don't want to smell them while we are eating. Want cigars? Put them on the other side of the church. Also, are we promoting mouth cancer? When Street Scene had cigars it was a bad idea, and so was this. I wasn't the only one complaining. Many were!
9	most had adequate serving size, a couple were miniscule
10	too many mexican and itallian restaurants - not enough variety - not enough high end restaurants
11	Ugly cigar smoke is never an interesting twist. It was stupid. Let these men/women go smoke at the cigar shop on Clairemont Mesa Blvd. I hated it. It was so pretentious. It was disappointing that at 6 p.m. some booths wer empty as they had run out of food.
12	I have few grips but the one that I feel the most about was the lack of uniformity in the signs for each resturant. Some had signs that were large and easy to read, some were hard to find and some didn't have any that I could find. Recommend a uniform, large sign placed in the same both location for each resturant.
13	I don't smoke so I don't care about the cigar booth but I don't think it hindered my experience.
14	The odor from the cigar booth permeated the whole event and negatively affected my enjoyment. Please don't include this again. The booth provided the means for a few to saturate the air with the second hand smoke that the rest of us had to breathe. We could not choose to avoid this carcinogen and stay at the event.
15	Maybe I got spoiled by the first Taste, when we had 49th Aerosquadron and the Butcher Shop.
16	For non-smokers, the smeller of cigar smoke is horrible.

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6. Tell us your opinion of the drinks. (We recognized we handled wine sales poorly, but besides that what did you think?) - Comments

Answer
1 I liked the wine tasting! What was handled badly??!!
2 Very good on drink angle - no issues. The Rum & Cokes were a very pleasant surprise.
3 D&S winner of the "Best Table" award for 2009.
4 a special or second stamp would be good for persons under 21.
5 I loved the wine tasting. They had some really good wine at the beginning which went fast. Next year I'll buy a glass early instead of waiting.
6 See above comment. If you look over 30 why are you checking? No minors are paying this much money for a ticket.
7 ran out of one beer--forget which one, a light amber
8 The water and cokes were hard to find. might be good to get smoothies, and other non-alcoholic drinks
9 Don't remember having my ID checked.
10 Didn't drink D&S so no opinion. I applaud checking IDs. Loved the margaritas and offering free non-alcohol drinks was an exceptional idea.
11 You already know the wine problem, also the beer was getting warm during the event. I also think that the wine tasting glasses to be on the small size, causing longer lines.
12 I didn't know they checked for IDs but was a good idea if they did.
13 Didn't realize captains and cokes or margaritas were available. However, I was pleased with the beer selection. It would be difficult to provide the variety of wines at \$2.50 which would please all. Kudos for providing a variety of libations.
14 Again, no decent wine!
15 don't drink

7. Tell us your opinion of the entertainment. - Comments

Answer

1	I had fun dancing at the end. They definitely do need to take breaks so that people can have an easier time talking inbetween.
2	The dance floor was too small.
3	dance floor will need to be bigger if you grow. at this point, everyone just danced around the edges when the floor was full.
4	Dance floor could have been slightly larger. There were a lot of folks dancing. I couldn't hear the info on the auctions.
5	I love Rockola, they were GREAT!
6	IF Rockola is too expensive a DJ might be a better idea. Music to dance to was a very good addition this year. A good DJ could achieve the same thing.
7	What announcements? What auction? What raffle?
8	think less expensive entertainment would do just as good, esp now that moe people are getting used to the new venue
9	Didn't really stay for entertainment
10	didn't stay for entertainment. Not much to do once you walked around and tasted some of the food early in the evening.
11	Assuming Rockola was @\$5000, I hope you got 100 extra people JUST because of them. They're not that good to justify the cost otherwise. Go back to a DJ. Appreciate you put in the questions about expensive entertainment. This is a fundraiser for the community, not a dance.
12	How much did Rockola cost??
13	I don't know what the cost of Rockola was but I would have attended whether they were there or not. I did like them but they were not the reason we attended.
14	Most attended for the charitable cause. I don't think the band really matters. Additionally, Rockola plays "oldies" and there are plenty of "oldies" bands willing to play for a lot less than I know Rockola charges. Live music is always preferred over a DJ but I think you could have sold as many tickets regardless of the entertainment.
15	The band is great, but the noise invades the whole event once they start playing and it becomes impossible to introduce people to each other or talk with others. The dance floor is very small and we were literally bumped off the floor by a few people who insisted on dancing in a circle as a group, leaving a large space in the center as they moved in and out - while nearly all others were taking much less space by dancing on the spot. A larger floor may not reduce the above behavior.
16	At first the dance floor was the right size, but later on there were so many people it was crowded. However, I think most people don't really have an issue with that as it's a pretty common situation.

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8. Please provide your thoughts on other aspects of the Taste. - Comments

Answer

1	I think it's fun. We go with friends and look forward to it. We did comment at a few restaurants later that we had been there, so I hope they think it was worth it too.
2	Keep doing it!
3	I can understand if you want to take a year off. Maybe it is getting too much exposure and will leave folks begging for it again.
4	I really enjoyed the Taste this year, the \$50 price did keep people away. You could add more people to the venue and lower the price some.
5	I think people look forward to it.
6	Great event that should be continued. Only complaint is the loudness of the band. A jazz quartet or something else for part of the time would be good. Dancing is fine, but eating, drinking, and visiting with friends is better.
7	the event didn't seem as classy as you would expect for \$50 fee. It was similar to a neighborhood spring fest, nothing special.
8	Please bring it back next year !
9	I love going to the Taste and seeing friends I might not see during the rest of the year. Great socializing party.
10	Loved having my tickets delivered to my door. If you made money for local organizations keep up the Taste. It was my first year so I have no idea if Tierrasanta is tired of Taste.
11	Great job keep going.
12	Knowing what the event was, I just bought my tickets without consulting the Times or the website. The ticket price of \$50 is a bit more than most would spend at any of the sponsoring restaurants but since it's for charity, it's a worthy cause.
13	Any more than \$50 would have deterred me from attending
14	Not everyone is going to be happy with everything at the event. The overall financial success of 2009 speaks for itself. This is a meaningful, adult, community fundraising event and I thank those responsible for putting it together to benefit Tierrasanta.
15	The emails also are very informative.

9. What about the timing of the Taste? Is late August a good time (before school, before football season) or a bad time (too hot, interferes with summer holidays)? - Comments

Answer

- 1 I like it at the end of August. It's like a last hurrah before school starts again.
- 2 Fall might be too cold to hold event.
- 3 like it in August -- it works.
- 4 Perfect timing for the taste. Weather was just right
- 5 Timing - tough call. I could see later in year. School is not an issue since it's a local event. Football season conflicts are a factor but workable - Sat nite! Cooler is better than hotter.
- 6 I like it in the summer, it's too cold and dark in the fall and the weather is unpredictable. Rain would ruin the event for everyone.
- 7 No matter what time of year you chose someone will have a problem with it. I think late August works well, and having the longer daylight is great.
- 8 basically is a good time plus/minus week or two
- 9 The majority (over 50%) of the attendees didn't have children in school. No problem with vacations. Put it on when it's convenient, cooler or the venue is available.
- 10 Can't see the issue of what season it falls on it's a great time.
- 11 Since this was an adult event, I don't think holding the Taste during the school year would help attendance and actually might discourage it as other activities for children might conflict.

10. The Taste raised \$60,000 and gave away just under \$40,000 (with \$20,000 in expenses). A few questions about the money. - Comments

Answer

- 1 I wouldn't go too much higher, but we definitely think \$50 a ticket is fair and we bought a bunch of drink tickets to add to the cause.
- 2 I had heard the the Church unilaterally raised the fee and thought, if true, that was not proper.
- 3 Tickets were priced at my marginal propensity to consume. If they were 55 or 60 I would not have attended. I weigh against price going out to dinner w/ glass of wine (25+8+7 din-drk-dessert) plus a little something something for charity. Add some military service organization; NMCRS, USO, etc.
- 4 I thought the ticket price was a good value for live music and lots of food. I was fine with paying for wine and beer, that way those who wanted to purchase it could do so and those who didn't, didn't pay for it as part of the ticket price.
- 5 The \$50 fee is kinda steep, the low drink prices help to offset the fee so I felt I was getting better value.
- 6 I think \$2.50 per drink was very reasonable. You could charge \$3 and I think people would be ok with that. You could give a discount if folks bought a bunch of drink tickets for incentive. Perhaps if they bought 10 tickets they could get them for \$2.50 each but under 10 they would be \$3
- 7 Only groups/schools in Tierrasanta should be on the list.
- 8 More tickets could be sold only if space increased
- 9 I think \$50 each is the top limit I would spend for this event, even though I'm confident the \$ goes back to the School I select. More than \$50, and I probably wouldn't go at all. But I'm OK with higher drink prices, or something like that.
- 10 I feel there are too may recipients of the proceeds but since it's been done this way since the beginning, how can you change it? Churches have their own fundraisers, eliminate them. Pay Ascension a rental fee -- period. Schools, especially in Murphy Canyon to help our troops locally, should be high priority but might not be as good a draw to the civilians who buy tickets. In this economy sports teams should be self sufficient. Venue was crowded enough as is.
- 11 Ascension is a church. Churches help people. They need money like any other charitable organization. I think \$50 is ok but raising price would be a killer in this economy. I have a mental barrier against above \$50. You sure don't want it too crowded. I'd never come back if I couldn't move freely and if I had to stand in line for a long time i.e. more than 5-7 min.
- 12 Don't rock the boat.
- 13 Attendees understand the reason for the event is to raise money for local causes so I think most are willing to sacrifice on the entertainment, venue, and programs. However, raising the ticket price may require the organizers to raise the bar above a "casual" event. \$3000 for rent of the Church parking lot may be acceptable if the Church covered the liability insurance for the entire event. Otherwise, the Knights of Columbus should have provided a lot of volunteers in the set up and clean up.
- 14 \$3000 sounds a great deal for the rent of the space at Ascension when they also benefitted from the event.

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11. Please provide any other thoughts for improvement, advice, criticism or praise you might wish to offer. Also, please include your email address if you would like to receive future notes on Taste 2010 and on the Tierrasanta Foundation. - Responses

Answer
1 Thank you SO much to all of the volunteers and organizers. We love that there is something going on like this in our neighborhood, and we even bought a Tierrasanta bag and teeshirt. I am proud that Tierrasanta residents put on such a nice event and care enough to give back.
2 How wonderful that you issued this survey to make TTOT even better. God bless you all.
3 The Taste I thought was a huge success!!! Thanks to all the hard work that many people worked to make it a success!!!
4 Good food; good time of year. Rockola fabulous. Terry Burhans fabulous. Some restaurants little stingy with portions. White wine could have been cooler. Great event for the community and I love it that money stays in the community.
5 I had a great time and I know how much work it must have been.
6 (email address)
7 Keep up the great work. T of T is one of the best community events we have. Make sure timing does not interfere with other Tierrasanta events, Patriots Parade and Octoberfest. Spread the events out. You Guys Rock!
8 The only thing I didn't like during the event was the D and S Termite booth. It seemed out of place as it was an event to showcase local restaurants and they are not a restaurant. It made no difference to me that they were serving drinks - I still found it odd that they were there.
9 This was my first year living in Tierrasanta (part-time) and our first Taste. It was well managed and fun. We got to hang out with our neighbors. The ticket distribution process was a little cumbersome since we dont leave in Tierrasanta. I wanted them mailed and organizers didn't want to mail. It was a bit fo a hassle, but worked out in the end.
10 This is our third time attending. Every year it improves. Don't know how it could get better - you guys did a great job - we look forward to next year's event!
11 glad you are here! don't want to discourage you. it is a tremendous amount of work.
12 I loved the live music. Rockola is the reason that we came back.
13 A well run event and a great time was had. I invited a few friends and they enjoyed the Taste and arelooking forward to the 2010 Taste.
14 the organizers did not delegate or explain processes prior to volunteers at the taste taking their positions. Suggested all volunteers be briefed for their functions through written communications, cheat sheet that can be carried as they work. phone numbers should be included.
15 This was a fun event. I invited 3 couples from out of the community and they had a great time and said they would attend again. The planners and workers at the event did an awesome job.
16 (email address)
17 This was the first "Taste" that I attended. My sister and I thought it was terrific and will bring our entire family next year! We will try to purchase a table. Keep up the good work!
18 (email address)
19 the only thing missing was more dessert choices. Just ice cream was disappointing. Everything else was great!
20 I understand the manpower needed to put on such a big and successful event. You did a marvelous job. No criticism, at all. Even the wine snafu was overcome with few problems noticeable to the masses. It should have a good life of 5 to 8 more years at least, all good for the community.
21 Seating was confusing. I figured I could not sit down or use any of the tables including standing tables as I didn't pay extra money for a table. I was fortunate that I met a friend who was with an organization (Tierrasanta Village) and was asked to sit with them. I'd hated to have stood the whole time. Had a good time. Get rid of cigars.
22 I would like to hear more on the future events
23 I think the 2009 Taste was great. Form your audit, it looks like many organizations benefitted, thus making Tierrasanta the great community which it is.
24 Please pass on my thanks to those associated with the event who care about Tierrasanta, who translate this care into thoughts and actions that benefit us all. We appreciate the quality of your work and how you strive to 'get it right.'
25 Great job!
26 I like the annual event.... and obviously, you are always trying to improve it... thank you!!
27 I thought it was wonderful. I am looking forward for next year!
28 Don't change anything