



CITY OF OREM  
Summerfest Commission Meeting Minutes  
Wednesday, January 15, 2014  
5:15 p.m.

**CONDUCTING:** Annette Harkness, CHAIR, Appreciation Dinner, Children's Parade

**ATTENDING:** Jim Lauret, Grand Parade  
Diane Asay, Entertainment Coordinator  
Lyle Hillier, Food Vendors, Breakfast, Car Show  
Teresa Horn, Boutiques  
Margaret Black, City Council  
Chris Tschirki, Director of Public Works  
Jill Winder, Administrative Support  
Laura Bascom, Volunteer Coordinator  
Jim Orr, Parks Crew Leader

**ABSENT/EXCUSED:** Leslie Anderson, Baby Contest  
Kena Mathews, Student Marshals, Children's Crafts  
Stewart Goodwin, Webmaster  
Charlene Crozier, Interim Library Director, Arts Council  
Kent Allen, Purchasing Agent

**Welcome & Approval of Minutes**

Chris Tschirki brought the meeting to order by welcoming everyone to the first 2014 Summerfest meeting. Just as a reminder, all meetings are recorded in compliance with the State and City Ordinance. At this time, there is not a quorum of members, so the meeting is not official, but can still continue with discussions only. The fifth committee member arrived, so Annette Harkness, 2014 Chair, asked for a motion on the approval of the July 2013 meeting minutes. Diane Asay moved to accept the minutes with Jim Lauret seconding the motion. All attending committee members voted unanimously to accept the meeting minutes.

**Selection of Chair and Vice Chair**

Teresa Horn nominated Annette Harkness to be the 2014 Chair with Diane Asay with a second; and Annette Harkness nominated Teresa Horn as Vice Chair with Jim Lauret with a second and all attending committee members voted unanimously.

### **Clerical Updates**

Jill Winder, clerical support, passed around to everyone a packet of information for their binders. The packet includes a front page cover, annual meeting schedule, yearly calendar, Summerfest Ordinance, 2013 budget breakdown, and a list of Grand Marshal's through the years. Also, if any information on the "Committee Members Information" needs to be changed, please email that to Jill.

### **2013 Budget Review**

Chris Tschirki started off by reminding everyone that 2013 was a challenging year concerning the Summerfest budget, and everyone did an outstanding job trying to make Summerfest self-sustaining. We came very close to making this goal, and that is a great accomplishment. Chris started out by stating that the front page is the overview. Some of those line items are hard costs that we really can't do anything about, and with Bennett Communications donation in doing the booklet for free really helped out with the bottom line. With increasing the entry fee for the food, boutique, and parade events, this had a very positive effect on the bottom line. Chris then went through one event at-a-time, again praising everyone for their hard work and dedication in helping with the budget.

### **Events and Area of Responsibilities**

Chris Tschirki and Jill Winder reviewed the area of proposed events and left most of them the same. But also felt that a few that could be changed to even out the workload. But not knowing all the goes into each event they wanted a discussion to decide where changes could be made. The first vacant position, we propose that the assignment should be sponsors and booklet which was not filled by a committee member last year.

In July Annette Harkness mentioned how well her husband Wally does with Story Telling Festival getting donations, and would ask if he would like to be on Summerfest as well finding sponsors. Of course Summerfest does not need as many sponsors as Story Telling. He is interested in being a part of Summerfest and has put out fillers to see if there are any businesses that would consider donating to Summerfest. At this time, no one has got back with him, but Wally is still thinking about it. With that in mind, we will leave that committee member vacant and continue with this discussion next month.

Areas of responsibilities will be again reviewed again in February's meeting and finalized.

### **Committee Member Assignment Review**

#### **VACANT – Sponsors, Booklet**

#### **Annette Harkness – Student Marshal's, Appreciation Dinner, Children's Parade**

Discussed who should take over Student Marshal's and Annette felt good about taking it over, but the committee will discuss again in the February meeting when Kena Mathews is there to get her feedback on her event workload.

### **Leslie Anderson – Baby Contest - ABSENT**

Provo Freedom Festival committee members met with Chris Tschirki and Jamie Davidson (City Manager) about combining the two baby contest events. It would be done the same day our baby contest is scheduled to be, but would be located at Utah Valley University. Margaret Black thought that having it down there was too far away from the other events and diminishes Summerfest. Teresa Horn added that she felt that it would decrease the people in the park, and ultimately reduce the sales for both the boutique and food vendors. Annette Harkness asked what the benefit would be to combine with Provo. Chris Tschirki answered that if we were to combine both baby contests, it would reduce the workload, as well as shares the cost to put on the event and any profit would be split. After a discussion, the committee members decided to keep the baby contest as is. Chris will let Provo's committee representative know.

### **Diane Asay – Entertainment**

The last couple of years, the number of performances have been increased, but that has shortened the time of each performance, allowing a few more groups to participate. This year, Diane would like to eliminate some of the performances from "business type" acts, but is not quite sure how to word the application. Diane said around 1/3 of the performers have fit into the "business type" scenario, but the groups with lots of children performing is also a big crowd pleaser, because many family members come to watch their kids, grand-kids perform. Diane will think about how to word the application and bring it back to the February meeting. Also, Diane is going to try and get more of the "CARE" recipients'.

### **Lyle Hillier – Food Vendors, Car Show, Breakfast**

#### Food Vendors:

There were a total of 30 vendors last year and Lyle Hillier and Jim Orr both felt that this was too many. They are suggesting going down to 25-26. Also Lyle said a few vendors thought \$500.00 was too much. But it seems that this price is comparable to other cities events. Annette Harkness liked 30 vendors. It gives everyone more choices and helps with the long lines. Jim Orr just felt like the food vendors were strung out to long. Yes, it is our first year of having them in the new location, but he also felt like some of them were not getting the traffic. Jim Orr volunteered to help Lyle with the food event.

#### Car Show:

Many of the people, who participated in the car show, really liked how it was done this year. They really liked that it was open to everyone and just not a specific car group. Lyle stated that it takes more time to do it this way, but he also liked how it involved anyone who wanted to sign up and come. The gentleman, who helped Lyle with the car show music last year, said that if he helps this year he would need \$500. In order to pay him, Lyle would have to find sponsors to help pay for his service.

#### Breakfast:

This is just a phone call and the Rotary Club takes it from there.

### **Teresa Horn – Boutiques**

Teresa felt good about how many boutique vendors were accepted, but would like some discussion about the community booths and their location in an upcoming meeting. Jim Orr had received several complaints on where the community booths were located.

### **Jim Lauret – Grand Parade**

This year Jim Lauret stated that we need to replace two of the banners. They all are getting old, but if we can start replacing two a year, we should be able to keep them nice without feeling a large expense all at once. Diane Asay suggested that maybe we look at getting the banners that are vertical so they can be seen easier and possibly be lighter to carry.

### **Kena Mathews – Student Marshals, Tour de Habitat, Children’s Crafts - ABSENT**

#### Children’s Crafts:

Kena would like a banner to put on the pavilion to make it easier for people to find.

### **Discuss Theme and Potential Grand Marshal(s)**

In your packet Jill Winder passed around a list of Grand Marshal(s) through the ages. There was a short discussion and at this time and no one had an idea for a theme or Grand Marshal(s). So in February, all committee members please come back with ideas to discuss and hopefully a decision can be made, so Annette can approach the nominated individual(s) with being the 2014 Grand Marshal(s).

### **Margaret Black**

Margaret Black commented that Summerfest was awesome and we couldn’t have had better weather. Margaret also liked the 30 food vendors for the assortment of food and also for helping with the wait time with your order.

### **Laura Bascom – Volunteers**

Laura had no updates at this time.

### **Jim Orr**

Jim Orr informed the group that we will need to relocate some things this year. Mainly the Community Booths, worried about the car show getting much bigger, the heavy congestion in the Center Street parking lot, especially when the car show is coming in, along with vendors also coming in to set-up.

The Fire Marshall lifted some of the restrictions on the fireworks fall out zone. The area west of the carnival will be available for parking and a little closer to the Library and maybe by Public Safety.

If there is not Hospitality Area, that could free that area up for the Car Show. Annette Harkness said that she would still like that area fenced off, for reserved sitting for the firework show.

**Adjournment – 6:35 p.m.**