



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, March 19, 2014
5:15 p.m.

CONDUCTING: Teresa Horn, CO-CHAIR, Boutiques

ATTENDING: Leslie Anderson, Baby Contest
Diane Asay, Entertainment
Lyle Hillier, Food Vendors, Breakfast, Car Show
Jim Lauret, Grand Parade
Kena Mathews, Student Marshals, Children's Crafts, 5K
Ryan White, Appreciation Dinner, Hospitality Tent, Airmed, Booklet
Margaret Black, City Council
Chris Tschirki, Director of Public Works
Jill Winder, Administrative Support
Laura Bascom, Volunteer Coordinator
Jim Orr, Parks Crew Leader
Kent Allen, Purchasing Agent
Stewart Goodwin, Webmaster
Charlene Crozier, Interim Library Director, Arts Council

ABSENT/EXCUSED: Annette Harkness, CHAIR, Appreciation Dinner, Children's Parade

Welcome & Approval of Minutes

Teresa Horn, Co-chair brought the meeting to order by welcoming everyone to the March Summerfest meeting. Just as a reminder, all meetings are recorded in compliance with the State and City Ordinance. Teresa Horn started off the meeting by asking the committee for the approval of the February minutes. Lyle Hillier made a motion to accept the minutes with Jim Lauret seconding the motion. All attending committee members voted unanimously to accept the meeting minutes.

Web Page Update

At the moment, Stewart Goodwin has all the information he has been given on the Summerfest website. Leslie commented that she a disc to give him with baby contest pictures on it. Also, Leslie will be sending her information about the baby contest to him.

Important Dates for Booklet

Ryan White started off by informing the committee and staff that he and Chris Tschirki met with Leah at Bennett Communications and went over the general ideas for the booklet and confirmed upcoming due dates. Ryan sent out an email about everyone going to get their pictures taken for the booklet on March 18 and 19, between the hours of 8:00 a.m. to 4:00 p.m. If you struggle making it there, please call them and schedule another date. Kena asked if they could just photo-shop your existing picture into their background. Ryan answered that he didn't know if that was feasible, and you should give them a phone call about that. What they are trying to accomplish is a consistent background on all pictures.

Bennett's will be mailing out the booklet on May 30. Between the dates May 14 through May 21 will be the proofing of the booklet. Ryan is requesting that all information for the booklet be sent to him and then he will forward it onto Leah at Bennett's. Please have all information turned into Ryan no later than May 1, 2014. With the voting on the theme and Grand Marshal(s), Ryan will send that information to Leah on Thursday.

Finalize Grand Marshal(s) and Theme

Before the meeting, Teresa spoke with Annette about the email she sent everyone concerning the theme for this year. The most popular one was "*The Power of Harmony*." With that being said, Teresa asked if someone would like to make a motion to approve this. Jim Lauret moved that we make the Summerfest 2014 theme "The Power in Harmony" and Alan and Suzanne Osmond the Grand Marshals. Seconding the motion was Lyle Hillier, with remaining members voting unanimously.

Committee Member Assignment Review

VACANT – Sponsors, Booklet

Annette Harkness – Appreciation Dinner, Children's Parade

ABSENT

Leslie Anderson – Baby Contest

Leslie has been contacting a few businesses to be sponsors for the baby contest. At the moment she has two that have agreed to give her money. The Timpanogos Harley Davidson mascot said that he was willing to donate his time for people to get their picture taken with him outside the Friendship Center after their children have been judged. Kena expressed that he could also come over to the Children's Crafts pavilion. Leslie said that she would tell him about that and see if he was interested in going to that venue.

Diane Asay – Entertainment

The application is online, and Diane has now received a list of the "CARE Recipient's. Diane asked what time does the boutique open on Friday. Teresa replied they open at noon. Just recently, she have had a couple groups cancel. Many of the groups are very interested in being a part of Summerfest, but want to get paid at least \$1,000.00 to perform. Teresa asked Diane if she had tried to find sponsors to pay for these groups. Diane commented that she had not, and does not know how to go about finding sponsors. Chris Tschirki reminded the committee that we again do not have money in the budget, so everything that costs money needs to be generated by other events or by sponsorships.

Lyle Hillier – Food Vendors, Car Show, Breakfast

Food Vendors: Lyle is going to send out reminders to past food vendors to remind them that the deadline to receive their application is fast approaching.

Car Show: The car show is a really big challenge. Lyle is going to try to figure something else out to lower the cost for the plaques they award. Last year the cost was around \$40.00 each. He is also going to try and find sponsorship to pay for the cost.

Lyle asked about the cost for a Summerfest T-shirt. He would like to give each entry a free t-shirt. If something like this wants to be done, to pay for it, Lyle would need to find a sponsor or do a car entry to absorb this cost.

Last year the DJ at the car show did it for free, but this year he is asking for \$500.00. Again Lyle stated that he would find a sponsor(s) for this. Last year we had seventy-nine cars and it was very tight, so this year Lyle is going to accept around 65. Lyle asked Stewart Goodwin if we can put a limit on the online pre-registration at 45. Stewart said he probably could and would try to fix that. Stewart would email Lyle and let him know what was done.

Breakfast: Lyle has not made contact with the Rotary Club yet.

Teresa Horn – Boutiques

At this moment Teresa has 36 applicants. She recently sent out another reminder to past vendors, so more should be applying soon. Teresa is confident that all booth spaces will be full again this year.

Jim Lauret – Grand Parade

Jim has not started on the parade because he has been waiting on the theme. Jim is looking at getting the parade information and form on line before our next meeting. Jim is going to invite the individuals who have been doing the parade fly over the last couple of years. They have done a great job and people seem to really enjoy them. Jim will start working on finding the Grand Marshals transportation in the parade.

Kena Mathews – Student Marshals, Children’s Crafts, 5K

Student Marshals: Kena has received all the names for the Student Marshals and is thrilled she got them so soon. Now she will start getting their Bio’s done.

Children’s Crafts: Paul Mitchell’s on board to do “up-do’s” again this year, and require a table, chairs, and a tent. Kena has reserved the face painters and balloon guy. Also Kena is trying to get a few characters/super heroes’ to make an appearance.

5K Run: Kena has not been able to get in contact with Steve Pearson directly, but have been communicating through emails, but Kena hopes this will happen later this week. But at-the-moment, the Fire Department is still discussing about moving to another date due to the Utah Valley Marathon. Utah Valley has a marathon, ½ marathon, and a 10K. This takes a lot of participation away from their event.

Other: Kena is going to call her contact about being a sponsor and doing several banners for the Kids Craft, Parade, and Car show.

Support Staff Updates

Jim Orr

Jim would like to find another alternative for vendors to enter into the park. The Center Street parking lot entrance gets very congested, especially on Saturday morning with the Breakfast, Car Show, Food Vendors, and Boutique Vendors arriving around the same time. Jim will bring his recommendations to the April meeting.

This year Jim would like to put the Community Booths back along the sidewalks starting right next to the food vendors on the north side. This should help them get more traffic at their booths.

Jim said that typically they move over 4 sets of bleachers for the viewing of the parade. Due to age (40 years approximately), damage, portability etc., Jim was wondering if we could not bring them over this year. They are getting to the point they are becoming a safety issue. Margaret Black remarked that they are needed because if not there is going to be some very unhappy people. Jim said that new bleachers that are portable need to be highly considered in next year's budget. Chris Tschirki said that he would contact someone at UVU and inquire if they have portable bleachers and what it would take to use them.

Chris Tschirki

Chris mentioned that he would like to do a pocket guide again this year. If we were to put it in the booklet, Bennett's quoted around \$2,000.00. We could just do what we did last year and have them available in the Information Booth.

Laura Bascom

Laura informed the committee that she has been advertising different ways since mid-February and is also sending out information to all the Church of Jesus Christ of Latter Day Saints Bishops, and all the other religious organizations in Orem. Laura has also contacted several businesses. One business was interested in putting a float in the parade.

Charlene Crozier

Charlene touched bases with Kent Allen concerning adding around 10 movable microphones for the performers. Kent will be working on gathering information about the cost and if the company doing the sound system has that available.

Charlene added that we might want to contact the assisted living facility across the road on Center Street and give them the dates of Summerfest and how it could impact their visitors and parking lot. By doing this, it may give them a heads up on how to control the public in using their parking spaces. Lyle volunteered to contact them about Summerfest.

Kent Allen

Kent started off by stating that the Carnival, Fireworks, and ATM's have all been taken care of. At the moment there has been no discussion about the shirts, but definitely needs to be finalized in the April meeting so they can be ordered.

Adjournment, 6:20 p.m.