



CHRISTMAS VILLAGE ADVISORY COMMITTEE MEETING

Minutes of the regular meeting of the Christmas Village Advisory Committee held Thursday, May 9, 2024, at 4:00 p.m. at the Ogden Public Works Building, 133 West 29th Street.

Members Present:	Richard Armstrong	Craig Bielik
	Robin Parent	Jacob Chadwick
	Michelle Miller	Sandra Tuck
	Nick Morris	Judi Culley
	Nikki Lovell	LeeAnn Christensen
	Amber Robson	Keri Ritz

Members Absent:	Ernie Terrazas	Diana Meiser
	Bonnie Baird	

Ex-Officio: Derek Williamson, Venue Coordinator
Stacey Olsen, Project Coordinator
Jacob Chadwick, Structural Maintenance Supervisor

CALL TO ORDER

Chair Armstrong called the meeting to order, greeted everyone, and performed a roll call.

APPROVAL OF MINUTES

Chair Armstrong asked if everyone had a chance to review the minutes from the last meeting. **Member Bielik motioned to approve the April 4, 2024, meeting minutes. Seconded by Member Lovell. Committee approved.**

2024 BRANDING

Ornament – Member Bielik will reach out to Symbol Arts and they came up with 3 designs. Craig showed the committee each design. If we order 300 ornaments, we save \$100. The committee discussed a different color background for the tree ornament. Member Bielik will ask them to do a mockup of the tree ornament with a green, red, and blue background. **Member Lovell motioned to have the tree ornament for 2024. Judi seconded. Committee approved.**

Honorary Mayor –Staff Olsen asked Member Lovell, if Rick Lovell accepted his nomination as Honorary Mayor. She stated he was thrilled and honored. Staff Olsen asked her to send his contact information so she can start the interview process for the proclamation.

Logo Design – Staff Olsen will work off of the designs Member Morris submitted and try to come up with a stamp for beanies and other quality merchandise they would like to sell.

Other Merchandise – Member Miller suggested creating a grab bag and putting all the items we have not sold in the bags and selling them for \$5 or \$10 each. The committee felt like this would be a project they could do on a warehouse day. The committee also discussed getting a bid for light up pens.

FUNDRAISING

'Bark'fest – Member Bielik presented an idea for the pictures with Santa and your pet.

- Hold on Saturday morning at Santa's Castle
- 3 hours: 9 am to noon
- Customers book 5-minute appointment online/phone/web
- 10 appointments per hour (gives 10 minutes of flex per hour - time for bathroom break, overruns, etc.)
- 30 total appointments possible for the event
- Would need 2-5 CV volunteers to help.
- Would need online software or volunteer to book appointments via phone/web.

- Customers get:
 - Pet meet with Santa in castle
 - CV volunteer will take photo of pet/customer/Santa with CUSTOMER PHONE/CAMERA
 - Treat for pet
 - CV ornament (maybe ornament we are using OR custom pet ornament)
- Cost \$35 per customer
- Total possible revenue: 30 x \$35 += \$1050.00

- CV costs
 - Santa \$300.00
 - Treats \$30.00
 - Ornaments \$300.00 *** Could be more if we use a custom pet ornament.
 - Misc/Unexpected \$50 = \$680.00

- Total profit: \$370.00 using this model IF all appointments are filled.

The committee discussed possibly finding an event sponsor and also getting donations for the treat bags.

Muppet Christmas Carol – Member Bielik presented a proposal to host a movie at the Egyptian Theater.

- This will be a sing along event – the audience will be encouraged to come in pajamas and sing with songs.
- A Saturday morning is preferred, but we could do another weekday (if school is on break)
- Held at the Egyptian Theater
- We would pay Egyptian costs – about \$1,500 (I do not have a detailed breakdown just yet)
- We would keep ticket sales (we would have to pay a percentage after a certain number of tickets are sold – don't know that number yet)
- Tickets would be inexpensive: \$5.00 each.
- We would need to sell 300 tickets to break even.
- We could also see if we could get a sponsor for \$1,000 - \$1500.
- Possible dates:

- Saturday, November 23
- Monday, December 23
- Egyptian staff would run the event – no need for volunteers from CV.
- We could sell ornaments, etc. at the event.
- Need to get contracts through the Ogden City process.
- My guess is that we would sell about 400 tickets our first year – would build year-over-year after that.

The committee discussed dates and different ideas. Member Culley motioned to continue to pursue this idea. Member Lovell seconded. All approved.

Breakfast with Santa – no decisions have been made at this time.

Train – Member Chadwick stated that Steve Peterson, with Peterson Inc. is building new tracks and wheels for the train. We will cover the cost of materials, he is donating the labor.

OPEN DISCUSSION

Member Miller would like to add to the next agenda, discussing the cottages and how the sponsors are managed. Member Chadwick stated we need to add to the guidelines that solar lights need to remain unplugged until the lights for the village have been turned on. Many groups are putting solar powered lights in their cottages and their cottages have lit up objects before the Village is open. Staff Olsen will send out the decorating guidelines to everyone and add it to the next agenda.

NEXT MEETING

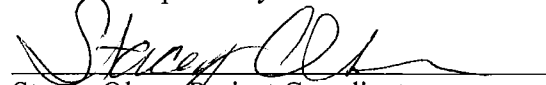
The committee discussed that they would like to move the meetings to the Community Service Conference Room. Staff Olsen will check the availability for the room.

The next meeting for the Christmas Village Advisory Committee is June 13, 2024, at 4:00 pm, Ogden Community Service Building, 1875 Monroe Blvd., Conference Room.

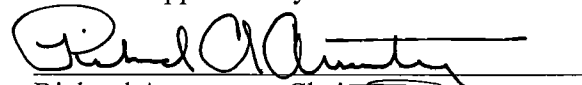
ADJOURNMENT

With no further business to discuss, **Member Culley motioned to adjourn. Seconded by Member Tuck. Committee approved.** The meeting of the Christmas Village Advisory Committee adjourned at 5:05 p.m.

Minutes Prepared By:


Stacey Olsen, Project Coordinator
Ogden City Public Services

Minutes Approved By:


Richard Armstrong, Chair
Christmas Village Advisory Committee

Date Approved: 13 Jun 24