



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, March 18, 2015
5:15 p.m.

CONDUCTING: Teresa Horn, Boutique (Chair)

ATTENDING: Wally Harkness, Sponsors, Booklet, Appreciation Dinner
Jim Lauret, Grand Parade
Kena Mathews, Children Crafts, Student Marshals
Kathy Pranger, Food Vendors, Breakfast
Rob Shaw, Car Show, Children Parade
Laura Bascom, Volunteer Coordinator
Margaret Black, City Council
Charlene Crozier, Arts Council
Jim Orr, Park Liaison
Jason Adamson, Risk Manager
Kent Allen, Purchasing Agent
Peter Wolfley, Web/Social Media
Reed Price, Maintenance Division Manager
Jill Winder, Administrative Support

ABSENT/EXCUSED: Leslie Anderson, Baby Contest
Peggy Philbrick, Entertainment
Ryan White, Appreciation Dinner, Hospitality Tent, AirCare
Kena Mathews, Children Crafts, Student Marshals

VISITORS: Jesse Hamilton
Lindsay Hamilton (school assignment)

Welcome, Introductions & Approval of Minutes

Teresa Horn (Chair) brought the meeting to order by welcoming everyone to the March Summerfest meeting. As a reminder, all meetings are recorded in compliance with the State and City Ordinance. Teresa Horn started the meeting by asking the committee for the approval of the February minutes. *Wally Harkness made a motion to accept the minutes with Jim Lauret seconding the motion. All attending committee members voted unanimously to accept the meeting minutes.*

Booklet Deadlines

Reed Price received an email from Wally Harkness and Chris Tschirki, stating that all information for the booklet needs to be turned in by May 1. Wally will be working with Bennett Communications to make sure they have received all the information, sponsorship information, etc. Please send the information to Wally then he will send it to Bennett's. Teresa Horn suggested that everyone should plan on getting their information to Wally by no later than April 20th, so we can give Wally time to get all articles to Bennett's on time.

Theme and Grand Marshal

Teresa started the discussion off by stating that they ran into a couple of snags with Ryan Shupe and his schedule, but the details have been worked out. Ryan Shupe will be able to attend the Appreciation Dinner and perform on Friday night, and his family will be representing him in the parade. They are all very excited for this opportunity.

Events and Area of Responsibilities

Wally Harkness – Appreciation Dinner, Sponsors, Booklets

Booklet: Wally met with Bennett Communication about the booklet and everyone is already aware of the deadline for their information.

Sponsors: We have three sponsors so far this year which are, US Synthetics and they will be responsible for the activities in the Park and want to do a couple of STEM related activities promoting Science, Technology, Engineering, and Math with some type of crafts and want it to be located in the kids craft area. Second is Cougar Mitsubishi that will be sponsoring the Kids Parade. They will have a little Mitsubishi vehicle behind or the beginning of the kid's parade. Next is Rocky Mtn. Tire and they have committed to give \$1,000.00 to the Car Show. Wally has also been talking with the owners of the new IMAX Center in Vineyard, Rob Kallas with the University Mall, RC Willey, and a couple others that are still pending on their response.

Rob Shaw – Car Show, Children's Parade

Car Show: One of the first items Rob was working on was to get the DJ scheduled for the car show. Rob had a meeting with Jay Sisson who is the gentleman who has been the DJ for the past couple of years. Jay had some major concerns about how the car show is run. Jay first said that if we charge for this small car show event, that he does not want to be involved. He thinks it will create a bad reputation in the car show community because it is a small event and is very limited on the number of entries. This car show is unique from other car shows, because it is nested into all the parks activities, which is a positive note, but a couple of drawbacks is the limited space and the fact that many of those coming over to look at the cars do not understand the car etiquette in this event and makes some of the car owners nervous.

Some of the suggestions to help with this event would be:

- Need signs for crowd etiquette/rules
- Need experienced volunteers (per Jay) to help entrants with parking
- Specific Sponsor Awards

There is also a concern with the setup and how there is so much congestion with the breakfast crowd. Is there a different way we can accommodate both events at the same time. Wally asked if

there was some place else in the park to have the car show. Jim Orr said no, without a major change of the layout. And by major change you would have to move the children's carnival, and many people enjoy the separation from the big rides. The car show could be moved to the grass between the fences where the fireworks are located, where people put their blankets to watch the Fireworks. This area would be the best choice, but it may seem a little disconnected from the other activities in the park. The main problem would be how to get the cars in and out of this space because of the fencing.

Reed Price commented that when he was over the car show several years ago, the feeling about the car show was this event was to provide another fun activity for people to enjoy in the park. This event was never meant to dominate the festival, but just to add something new and fun to do. The first few years there was not even a DJ, it was just bring your cars and we will find you a place to park until the space was filled. After a discussion, the committee felt that the best thing to do is on the Car Registration on the website, advertise there will be fifty spaces available, but leave 10 spaces (taking us to 60) available for those who may show the day of the event. After re-thinking this through, *Rob Shaw would like to make the motion to change the previous decision to charge a \$10.00 fee and take it back to a no entrance fee event. Teresa Horn seconded the motion with all remaining members voting unanimous.*

Children's Parade: Rob will work on getting the permission letter from Alpine School District as well as each elementary school's headcount and address. The permission letter needs to be submitted to each of the schools to allow the distribution of the Children's Parade flyer. Jill will help with the printing and cutting of the flyers with Laura Bascom delivering them to each of the grade schools.

Kathy Pranger - Food Vendors, Breakfast

Breakfast: The Rotary is on board again this year, and everything is moving along smoothly with this event.

Food Vendors: Still accepting food applications and if we have not received a good amount, Kathy will extend the date out a couple of weeks. Jim Orr asked if the vendors were filling out the information we need about power requirements. Kathy answered by stating yes, and if they did not, she has been calling them and getting that information.

Teresa Horn (Chair) – Boutiques, Community Booths

Boutique: So far Teresa has received 30 vendor applications, but this is the starting of her busy time to receive them.

Community: No applications at this time. These seem to come in starting in late April and May.

Jim Lauret – Grand Parade

Grand Parade: Jim Lauret will still order the same amount of golf carts in case we are not able to find enough convertibles/classic cars for everyone. Jim Lauret pointed out that many of the car dealerships and classic car owners are a little hesitant about the magnetic name signs on the car doors. This will be something that we need to ask them up front if they are willing to let us do that.

Kena Mathews – Student Marshals, Children’s Crafts (**via email**)

Student Marshals: Kena has received nominees from 3 of the 4 schools. She will follow up next week and work on the bio’s and photos.

Children’s Craft’s & Activities: Working on the children’s crafts and activities and starting to work on getting volunteers.

Ryan White – Hospitality Tent, Food for Appreciation Dinner, AirCare (**via email**)

I’m sorry, I’m unable to attend tonight’s meeting. I apologize. Here are my updates:

1. Ryan Shupe is on. He is really excited. His family will represent him in the parade. His wife isn’t so sure, but his kids are super excited. He is set for Thursday night and Friday night. Timpanogos Regional Hospital will sponsor the concert on Friday night to help offset the cost associated with him coming.
2. AirCare is all set to go. They are excited to be there for as much as they can during the 2 days.
3. Costco has agreed to be the hospitality tent sponsor. They would also like to have a booth as Teresa has suggested for the community. They will be providing all of the food for the hospitality tent.
4. Timpanogos Regional Hospital will continue to provide the food for the VIP dinner on Thursday night.
5. I’m meeting with Sleepy Ridge this afternoon to work through details for the golf tournament.

When Wally is ready to have UV Magazine interview with Ryan Shupe, please let him know and Ryan can help him set it up.

Support Staff Updates

Jim Orr – *Park Liaison*

Since we have a big entertainer (Ryan Shupe) on Friday night, is there anything that we should do different with the setup in any way. At this time Reed pointed out that we do not really know how much time Ryan Shupe needs to set up. We need to ask Ryan Shupe if it is alright if we have the Grass Roots Shakespeare performing of to the right side of the entertainment stage. Overall, there are many details that we need to write down and have Ryan White ask him so everything will run smoothly during his setup.

Jim mentioned that if we are going to try and replace the Summerfest street banners, we need to get them ordered in the next 2-3 weeks. We are roughly short 20-25 banners, due to wind damage a couple of years ago. Wally stated that he is currently working on finding a sponsor to replace all of them. Wally will report back about the progress with this in the April meeting.

Laura Bascom - Volunteers

Laura reminded everyone it would be best if they could find their own volunteers, but if they need her help please let her know as soon as possible.

Kent Allen – *Agreements, ATMS, Shirts*

Kent will have Jill email out the shirt order. If you are a new member, please make sure to put your size for the polo shirt. On the volunteer shirts make your best guess on the number you need and the sizes. Kent would like to have all this information back to him by mid-April.

Jason Adamson - *Risk Manager*

Jason is working on making sure there will be enough security coverage in the park all night Friday. Public Safety did an excellent job last year, and we will probably be requesting the same help with Public Safety this year.

Charlene Crozier – *Entertainment Stage*

Charlene said that several people have requested that maybe some pipe and drapes or large banner on the back of the stage will help make the sound so much better. Do we want to look at the different options and possibly get some quotes? Teresa commented that they may want to talk with Kena Mathews and see if the person who donated banners last year, would be willing to help us out this year.

Margaret Black – *City Council Representative*

Margaret Black said that Mayor Brunst would like the Governor and Matt Holland to receive an invitation to Summerfest. Reed Price will draft a letter inviting them. Also this year, the Mayor would like to have cars for himself and the City Council. Mayor Brunst suggested classic cars or convertibles. Jim Lauret stated that the Mayor does not want the golf carts, and Margaret said no unless that is all we can do. Jim added that it is sometimes very hard for people to lend you their cars, because of the liability of them being scratched or damaged, but he would try his best to find cars.

Pete Wolfley – *Web/Social Media*

Pete is currently working on a new website design and should be up in the next couple of weeks.

Adjournment at 6:42 p.m.