



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, May 20, 2015
5:15 p.m.

CONDUCTING: Teresa Horn, Boutique (Chair)

ATTENDING: Liz Craig, Baby Contest
Wally Harkness, Sponsors, Booklet, Appreciation Dinner
Jim Lauret, Grand Parade
Peggy Philbrick, Entertainment
Kathy Pranger, Food Vendors, Breakfast
Rob Shaw, Car Show, Children Parade
Margaret Black, City Council Representative
Laura Bascom, Volunteer Coordinator
Jim Orr, Park Liaison
Kent Allen, Purchasing Agent
Peter Wolfley, Web/Social Media
Reed Price, Maintenance Division Manager
Jill Winder, Administrative Support

ABSENT/EXCUSED: Kena Mathews, Children Crafts, Student Marshals
Ryan White, Appreciation Dinner, Hospitality Tent, AirCare
Charlene Crozier, Arts Council
Jason Adamson, Risk Manager

VISITORS: JoAnna Larsen, Emergency Manager

Welcome, Introductions & Approval of Minutes

Teresa Horn (Chair) brought the meeting to order by welcoming everyone to the May 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 April minutes. *Jim Lauret made a motion to accept the minutes with Kathy Pranger seconding the motion. All attending committee members voted unanimously to accept the meeting minutes.* Next, Teresa passed around to the committee members and supporting staff for their thank you packets. Inside is a letter, parking pass, hospitality tent pass in appreciation for all the hard work that has gone into making Summerfest a fun and entertaining 2 days for the community to enjoy. Thank you for your dedication.

Events and Area of Responsibilities

Wally Harkness – Sponsors, Booklet, Appreciation Dinner

Sponsors: Everything is going very well with the sponsors this year and we are so thankful for their generous contributions. The printing and the postage for the booklets have been paid and we will not receive an invoice for that. DoTerra's three-thousand dollar contribution is going 100 percent to the baby contest. Rocky's Tire Pros donated one-thousand dollars toward the car show. Plus there are also a couple other small donations as well. Reed Price added that he is very grateful for those who contributed in helping to find contributors and how this is shifting the philosophy of how Summerfest is ran, and we need to really define the best way to appropriately recognize those businesses now and in the future. This committee will likely be involved earlier than usual as we consider some ideas that have been tossed our way. There is likely to be some hiccups this year as we try to maneuver down this new path.

Booklets: Wally thanked everyone for their efforts in sending their information to Bennett's for the booklet. Utah Valley Magazine was gracious and sent a photographer to all the junior high schools to get pictures of the Student Marshals, because the pictures that Alpine School District sent was not working out well for the booklet. Last year the booklet was twenty-four pages and this year it is thirty-two pages. It is going to look great. This year they tried to personalize and customize the advertisements for the sponsors who gave us money this year. Wally wanted to give Jim Orr a shout-out for all he does the week of Summerfest.

Appreciation Dinner: Wally is passing around the invitations for the Appreciation Dinner and everyone should take one and remember that your family is invited to attend the event, even though the invitation states differently.

Banners: Jim Orr asked if there is a scheduled date when we will receive the new banners. Wally stated that it is all dependent on the number of banners being made. Peter Wolfley passed out a copy of several layouts of the banners to committee members. Peter stated that we need to decide the orientation and the font and then this could be submitted to the banner maker tomorrow and they could begin making them. After a long discussion which involved the legal City sign ordinance, the committee members decided to have the beginning of the word at the top of the banner, with the City logo at the top and the sponsors name at the bottom of the banner. They will be a dark blue and a dark green.

Rob Shaw – Car Show, Children's Parade

Car Show: The car show is ready to go, but he still wants to go around and hand out fliers to the different local car shops and other miscellaneous car part stores to put on their counters if they are willing to do this.

Children's Parade: All the fliers have been sent out to all of the grade schools in Orem.

Kathy Pranger - Food Vendors, Breakfast

Food Vendors: Still working on getting a few more of the agreements and the last couple of payments. Other than that, things are going well.

Liz Craig – Baby Contest

Baby Contest: Things are going well, and now Liz is starting to concentrate on getting the items to put in the baskets. Liz and Jill will set up a time when they will go out and start to purchase those items. Oteo will be sponsoring the breakfast and the lunch will be sponsored by Kneaders.

Teresa Horn (Chair) – Boutiques, Community Booths

Boutique: Teresa is waiting on six agreements and it should all be done and ready to go.

Community: All of the community tents have been assigned out. Just waiting for three agreements and a couple more payments and it will be ready to go.

Jim Lauret – Grand Parade

Grand Parade: Jim Lauret asked for the update form Margaret Black concerning the cars for the City Council, Mayor, and other dignitaries. Margaret sent an email to the Mayor, and at this time there has been no response. So far, she thinks that he has three cars, but we need a total of 10. Rob Shaw will talk to Carlos again and see if they can help figure out with a few more of the cars for the parade. Margaret Black asked Jim Lauret if we have the golf carts reserved in case we cannot find the cars. Jim answered that he does not have them at-the-moment, but he will call and see if this is even feasible. Jim asked Liz Craig to fill out an application for the baby contest entry. He has something for them to ride on; Jim just needs the application and announcement write up for their entry.

Peggy Philbrick – Entertainment

Entertainment: Everything is set up and going good with the Entertainment. Entertainment will end Saturday night, with a DJ playing music from 5:30 to 7:00 p.m.

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

Hospitality Tent: The hospitality tent is covered. Costco will be sponsoring this event for our VIP guests. Liz Craig added that she knows Amy Connors who is in Marketing at Costco, and she was concerned about refrigeration at the park. Jim Orr answered that he will email her back and get her input on what she needs. Typically in the past things that need refrigeration would be stored at the Friendship Center, and about one hour before he would go pick it up and bring it over to the hospitality tent.

AirCare: The helicopter is available each day from 2 – 7 pm. They will be doing a fly over at the beginning of the parade.

Appreciation Dinner: Timpanogos is set to go. Ryan will be sending out the menu in the next week or so. Jose and Rueben do a great job with the food. They are excited to cater this event again this year.

Golf Tournament: The golf tournament is scheduled and ready to go at Sleepy Ridge. We are getting the course at a great rate; however, the bad news is that no one has contacted him about playing. As of right now, we have no sponsors. If you can, please encourage people you know to contact Ryan if they would like to sponsor or play. Here is the more information: <http://summerfest.orem.org/golf-tournament/>

Support Staff Updates

Jim Orr – *Park Liaison*

Jim stated that he will be in the park on Thursday in the afternoon the day before Summerfest officially begins to help many of the food vendors get their trucks and trailers pulled into the assigned space. Jill will give Jim all the food parking space passes, along with the handout from JoAnna Larsen about the “See Something, Say Something” safety awareness information.

Kent Allen – *Agreements, ATMS, Shirts*

Kent stated that all the shirts should be in next week. He will organize them and they will be at Public Works for you to pick up from Jill.

JoAnna Larsen – *Emergency Management*

JoAnna reminded everyone about the “See Something, Say Something” campaign again this year. When you are taking care of your event(s) are just walking around please beware of what is going on around you. If you see something that just does not seem right, please report it to a police officer as soon as possible. There will be a tent set up near Public Safety for minor injuries, such as splinters, sunscreen, etc.

Pete Wolfley – *Website/Social Media*

The website is finished, but if you need anything added or changed just send him an email or give him a call. It is also mobile responsive so people can look at schedule of events on their phones. Every third day there will be posts about the different events. They are making some Summerfest t-shirts, onesies, toddler t-shirts that will say, “Dreaming Big Since 1919” and will give them away through Facebook and other social media outlets.

Reed Price – *Management*

Reed commented that it sounds like things are going well and is a very busy time for everyone. If you need anything or have questions answered just send him an email. Thanks again for your diligence service in making Summerfest the best it can be. Reed asked if every committee member would take the time after Summerfest is over and write down what they do for each event(s), for example contact names and phone numbers/email addresses, forms they have used etc. It would really help to make the next committee member’s job a little easier.

Margaret Black – *City Council Representative*

Margaret also wanted to thank everyone for all their hard work and efforts in making Summerfest an event every age can enjoy. It has been a fun year on this committee and is looking forward to attending this event.

Teresa Horn made a motion to adjourn the May meeting with Rob Shaw seconding the motion and all committee members agreeing.

Adjournment of meeting was at 6:52 p.m.