



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, July 15, 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
Rob Shaw, Car Show, Children Parade
Laura Bascom, Volunteer Coordinator
Jim Orr, Park Liaison
Kent Allen, Purchasing Agent
Peter Wolfley, Web/Social Media
Reed Price, Maintenance Division Manager
Charlene Crozier, Arts Council
Jill Winder, Administrative Support

ABSENT/EXCUSED: Kena Mathews, Children Crafts, Student Marshals
Kathy Pranger, Food Vendors, Breakfast
Ryan White, Appreciation Dinner, Hospitality Tent, AirCare
Peggy Philbrick, Entertainment
Jason Adamson, Risk Manager
Margaret Black, City Council Representative

VISITORS: Sheri Warnick, Creative Design
Juliet Sanders & son Jacob Sanders (scout working on merit badge)

Welcome, Introductions & Approval of Minutes

Teresa Horn (Chair) brought the meeting to order by welcoming everyone to the July 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 May minutes. *Jim Lauret made a motion to accept the minutes with Wally Harkness seconding the motion. All attending committee members voted unanimously to accept the meeting minutes.* Next, Teresa had the three visitors introduce themselves and why they were attending the meeting.

Sheri Warnick with Creative Design

Sheri Warnick started off by saying that she had a friend post an interesting photo on Facebook and she thought she would just pass it along. The parade this year had the Orem High Student Council in their blue sweaters carrying all the parade banners throughout the whole parade and this friend of Sheri's is a big supporter of Mountain View High School. Sheri's friends commented that Orem has three high schools and we should have more equality on carrying the banners. The two student council members who were carrying the Spirit Award which went to Mountain View probably felt very awkward. Her friend thought those two Orem High individuals were humiliated by having to carry that banner for a different school. Jim Lauret stated that he reached out to all of the high schools and only Orem High responded back. Sorry, at this point there is 5 minutes that is totally inaudible because so many people are speaking at once.

Sheri owns her own business which is Warnick Design and Productions. Her husband and she have been working in Orem City for the last 25 years doing design, marketing, and corporate event productions. She also works with Steven Henager College on special projects and oversees that their graduates get a little bit of work and some additional training as well. So, Sheri decided to approach Orem City, Peter Wolfley with helping Summerfest get a more professional brand for their City event. Jim Lauret asked what a dollar estimate would be to get something like this done. Reed Price added that this would be something that the City would have to slowly transition into unless we had a sponsor who wanted to help with this. For example, if Vivint decided not to participate again, we would transition the road banners into the new logo if we decided to do a new brand for Summerfest.

If we decide to do something like this, Kent Allen added that if it goes over \$2,500.00 we will need to get 3 informal bids to choose from. If it goes over \$10,000.00 then the City has to do the formal process and take it out to bid. This is the first year that we have had extra money due to donations. So with this in mind, it gives this committee more opportunity to expand and upgrade Summerfest. Kent told Sheri that she would need to bring the committee more information about what all this includes along with a dollar amount breakdown per each item. Reed Price told Sheri to bring in a brief proposal so we can get a general idea what the cost would be to brand Summerfest with a new logo, which will give the committee an estimate on what something like this would cost.

Events and Area of Responsibilities

Kena Mathews – Student Marshals, Kids Area

(VIA EMAIL)

Student Marshals: We had some incredible student marshals this year that all have inspiring lives and future goals. Next year there needs to be better communication with the student marshals about the parade lineup and the time they need to be there. There was some confusion, but it all worked out in the end.

Kid's Area: This year we had a large turnout and we had twice as many kids as last year. We almost ran out of crafts the first day even though we ordered the same amount as last year. Kena was able to buy additional items for Saturday so things worked out well.

This year it was advertised that the lines for balloon tying and face painting would end at 3:30, so those in line would be done at four. This worked out very well and they both finished in the time allotted.

We had great volunteers. Thank you Laura Bascom for great volunteers and Miss Orem 2014 was also very helpful. US Synthetic did a great job and were a wonderful addition to this event. The foam and KEVA blocks were a big hit with all age groups. The gentleman doing free portraits was great. He did a wonderful job.

Wally Harkness – Sponsors, Booklet, Appreciation Dinner

Sponsors: At the moment, Jill Winder is still paying and trying to close down Summerfest books for the year, so a final financial snap shot is not available at this time. But Wally feels that overall Summerfest had a good year financially. Jill commented that she is waiting for two of the sponsors to send in their donation money. Jill suggested that next year all sponsorship money needs to be turned in before the magazine goes out.

Booklets: The booklet turned out really good again this year. But maybe next year we can add more pages to allow for more information about the Summerfest events, plus also highlight Orem City as well. Further discussions will take place about this as we start up in January again.

Rob Shaw – Car Show, Children's Parade

Car Show: This year fifty people pre-registered online, but only around thirty-five showed up. We had several vehicles just show up the day of the event as Rob expected. The grand total participating was between fifty to sixty participants, which worked out perfectly for the space that is designated for the car show. Rob has a lot of pictures of the car show if we would like to use them for the magazine or other advertisement.

The only feedback that Rob received was about the registration online. It was suggested that we need to send those who registered online an email back confirming their application has been received and send them instructions/guidelines about what to expect the day of the event. Rob would like to have a small tent for the registration area, so they are out of the sun, plus a sign that says car registration on it.

Children's Parade: This year, Teresa Horn and Jill Winder went down and got the Children's parade going. There were probably around a hundred who participated. This year behind them was Cougar Mitsubishi and they were handing out ice cream snacks to the crowd.

Kathy Pranger - Food Vendors, Breakfast
(ABSENT) No information at this time.

Per Charlene Crozier. She commented that Development Services tried to email every food truck vendor they could locate in the area to let them know that selling on the outside of the park during Summerfest was prohibited. This really helped this year, because the committee members did not see any food trucks outside of the park this year.

Liz Craig –Baby Contest

Baby Contest: Overall, Liz felt it went really well. Financially we did really well due to DoTerra's sponsorship. A few people participating in the baby contest felt like there was some confusion about the deadline to register on line. Maybe next year we can add some information about online registration under the baby contest tab on the website.

Another suggestion was to send out a mass email with names with the finalists. But there are prizes also given out during this time, so many people may miss the chance on getting a gift basket because they decided not to come back because they were not a finalist. This will be something we need to discuss early next year. Liz suggested that maybe we could do the judging early in the week and only do the announcements on Saturday. This will also be discussed early next year.

Liz asked if there is a way we can get several people to have keys to the Friendship Center where committee members and go for a few minutes to take a break away from all the festivities. Reed Price answered that it should not be a problem and we can work out those details next year.

Teresa Horn (Chair) – Boutiques, Community Booths

Boutique: Teresa sent out a survey at the end of Summerfest to all who participated in the boutique area. She received twenty surveys back. Three out of twenty said they would like to make Summerfest and three day event. Most commented that they were busier Friday than Saturday. Things went very smoothly and there was only a couple of issues with power, but they were resolved very quickly thanks to the Parks Section employees.

Jim Lauret – Grand Parade

Grand Parade: Everything with the parade went well this year. There were around ninety entries this year, which is a very good number. The City prefers around 90-100 entries, because anything higher than 100 is really too long and the crowds seem to leave the parade route and go into the park for food, rides, and to get seats for the fireworks.

The City Council was running late to judge the floats. This was caused due to the door van being left open and the van battery died. The Police Chief was there and got in touch with his guys in helping to get them down to the start of the parade. There was also a miscommunication concerning the time. But in the end, it all worked out.

Liz Craig commented that the float this year is amazing, and many people have complimented Orem for having such a beautiful float. Modern Display designed the float this year.

Peggy Philbrick – Entertainment

(Via Email to Charlene)

Entertainment:

For next year it was suggested that a description of the stage performers is included in the Summerfest booklet. This is really important for several reasons. First, the performers are doing this for free and would appreciate the free advertising. It's the least we can do is try to get an audience for them. People will come if they know more about the groups performing. Second, the stage is actually a main event in its own right and needs more publicity, so residents can take advantage of the free cultural arts activity provided by the City. I don't know how much we spend for the sound system, but we should get as much out of it for the residents as possible.

Could we possible design our own page for the booklet next year? We could use the format of the tree and guitar that was designed for the poster this year.

The company that did the sound system for the stage did a great job and was easy to work with, and the sound was really good. If we are going to have sponsors in the future, it could change the dynamics of the stage for the better, because it would allow us to bring in groups like Ryan Shupe and others by paying them for their time and effort. I think it is acceptable to ask the CARE recipients to perform for free. But we should be giving some compensation for time and cost to other groups if at all possible. It would be a kind service to provide water and refreshments to the sound people as they are there all day and night.

Thanks to SCERA, we were able to give group directors two free tickets to the SCERA shell in the thank you notes the Arts Council sent out to our performing groups. Peggy has received good feedback on the performers this year and it seem like we had a good variety of performers.

We need to start in January in making contact with past performers and make them aware that the application to apply for 2016 is now online. Some groups were not considered, because their applications came in late. It should be our goal to have the application on line by the middle of January and make the cut-off date the end of March.

It would be nice for those of us there at Summerfest all day/night to be able to access the Senior Friendship Center for a restroom break and possible just sit down for a few minutes out of the heat and away from the crowd.

Peggy wanted to tell everyone thank you. She had a great experience working with everyone and being involved with Summerfest.

Charlene Crozier added that the pipe and drape worked out really well this year on the stage. This should be an item that is budgeted for each year through Diamond Rental.

Ryan White – Hospitality Tent, Food for Appreciation Dinner, AirCare
(**ABSENT**) No Information at this time.

Support Staff Updates

Jim Orr – Park Liaison

Jim Orr went to Art City Days in Springville on Wednesday night to see what food vendors were down there this year. He talked to several of the vendors and asked them why they decided to come here instead of Summerfest. The overall answer was that they are able to sell food for 3.5 days for half the cost. In fact, he thought it was around \$180.00. So they get a cheaper booth space, plus several days to sell their food. Jim thought that this did not include electricity. There was things that Jim did not like about their food court. Jim likes are set up better.

Jim stated that he made a couple of observations that we should really address next year. The first one is with the food vendors. This year we had twenty-eight, which is about right for that space. But Jim doesn't know if we are going to be able to do the big box food trucks in the future. They are so big they end up taking 2 to 3 spots and only pay the \$500.00 like those who pay for one space. We really need to decide if we want to try to accommodate food trucks and have them pay more because they

take up several spaces, but that gives use less food choices. Maybe we should not accept the trucks if they are over a certain size.

Next year we are going to put a light in the food eating tent so people do not have to eat in the dark. If we start getting some big sponsorships, the City needs to really look at adding permanent power in the park for Summerfest. This would also pay for itself overtime because we would not need to rent generators, power boxes, and power lines.

The car show went great, but the big fire truck caused a little congestion in the parking lot. But people seemed to really enjoy it and it was only for a few hours.

Liz Craig asked how the Hospitality Tent went this year. Jim Orr said that we had the same problem we always have with people wanting to cut through to get to the bathroom. It got really bad, so next year we really need to look at where we locate it. As far as he knows, everything else went well.

Kent Allen – *Agreements, ATMS, Shirts*

Kent commented that the carnival would like Orem to have a family night Thursday night. Many people asked if next year the carnival could offer punch passes at a good price. Kent added that when we put out the bid for the carnival this year, we could add this in as part of the contract.

Since the price for the sound system was a little more expensive this year, we may also need to bid it out or at least get three informal bids per City code.

Pete Wolfley – *Website/Social Media*

The biggest feedback that he has received is that the parade route is not long enough, so people are sitting three to four rows back, especially near the park. Next year, maybe we should look at changing the parade route and see if there are any options.

Chief Giles (Public Safety) wanted Pete to bring up the subject of banning dogs at Summerfest because it is so crowded and many people are afraid of dogs. This is probably a subject that needs some direction from the City Attorney office.

Reed Price – *Management*

Reed took a moment and expressed how impressed he was with Summerfest this year. Everyone involved did an amazing job which made Summerfest a successful event for the community to enjoy. With this in mind, over the next few months please take some time and think of those things you would like to change, a new theme, sponsors, etc. This will help us get off the ground fast. Again, thank you for being a part of this committee.

Jim Lauret 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.