



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, October 24, 2018
5:15 p.m.

This meeting may be held electronically to allow a Committee Member to participate.

CONDUCTING: Shawn Lalliss, CHAIR, Grand Parade

ATTENDING: J. Teresa Davis, Food Vendors, Food Trucks (Vice Chair)
Katrina Bleyl, Hospitality Tent, Rotary Breakfast
Ashlie Mann, Boutique
Sallie Matthews, Children's Crafts and Entertainment
John Whittaker, Car Show, Military Vehicles
Kiersten Haderlie, Kick-Off, Spirit Awards
Steven Downs, Deputy City Manager
Reed Price, Maintenance Division Manager
Jason Adamson, Risk Manager
Charlene Crozier, Arts Council
Peter Wolfley, Web/Social Media, Magazine
Jim Orr, Park Liaison
Tim Dalsing, Park Liaison
Jill Winder, Administrative Support
Kena Mathews, Community Services Manager

**ABSENT/
EXCUSED:** Nathan Black, Baby Contest AirCare
Liz Woolf, Student Marshal's Hot Dog/Pie Eating Contest
Liz Craig, Orem's Got Talent
Chris Tschirki, Public Works Director
Debby Lauret, City Council Representative
Laura Bascom, Volunteers
Kent Allen, Purchasing, Contracts
Heath Stevenson, Emergency Management

VISITORS:

Welcome, Introductions & Approval of Minutes

Shawn Lalliss brought the meeting to order by welcoming everyone to the October Summerfest meeting. As a reminder, all meetings are recorded in compliance with the State and City Ordinance. Shawn Lalliss asked the committee members to approve the Meeting Minutes for the month of September. *J. Teresa made a motion to approve the September minutes, with Katrina Bleyl seconding the motion. All attending committee members voted unanimously to accept the 2018 September meeting minutes as approved. Meeting minutes stand approved.*

Nomination/Voting on Summerfest Theme

John Whittaker made a motion to nominate J. Teresa Davis as the 2019 Vice Chair, with Katrina Bleyl seconding the motion. All attending committee members voted unanimously to nominate J. Teresa Davis to be Vice Chair. The appointment stands approved.

Discuss/Vote on Summerfest Theme

Shawn Lalliss asked for suggestions as to next year's Summerfest Theme. The comment was made that it is the Centennial Celebration of Orem City next year. After some discussion, the group agreed to the theme "A Hundred Years of New Frontiers."

John Whittaker made a motion that the 2019 Theme be "A Hundred Years of New Frontiers" with Sallie Matthews seconding the motion. All attending committee members voted unanimously to nominate the theme.

Discussion on Calendar of Events and Park Layout

Shawn Lalliss asked the group members to introduce themselves and tell what they were in charge of this year. She then explained that the purpose for this meeting is to discuss the calendar of events and the layout of the park. The calendar was shown on the overhead.

Steven Downs stated that Monday night will be the kick-off party. In the past, they've done a storytelling event at the mall, but there has been interest in having something bigger for the first night of Summerfest. They could keep storytelling as part of something bigger.

Shawn Lalliss said this is a worthwhile discussion, because she isn't a fan of the storytelling event, personally. She reported that Council Member Lauret said she didn't care if they changed the storytelling event, as long as they had some sort of kick-off party at the mall.

Reed Price added that they paid \$2,000 for the storytelling event last year. He commented that it isn't that they are against storytelling, but they want to find something that might bring out more people.

Katrina Bleyl suggested doing something similar to Minute-to-Win-It games. Ashley Mann said the only thing to consider with something like that is avoiding long lines. They should have something at the mall that engages everyone. Shawn Lalliss liked the idea of bringing in some form of entertainment such as dancers, singers, or a magician.

The group was in favor of possibly changing this event and having continued discussion in the future.

Jason Adamson noted that insurance is tricky for any events that take place at properties not owned by the City. He asked them to consider low risk options for this event.

Kena Mathews asked if the partnership committee worked in securing the storytelling event, and Shawn Lalliss didn't believe that they had.

Steven Downs continued with the calendar and stated that the VIP dinner will be moved from the usual Wednesday night. Normally they have a dinner and concert to thank the volunteers and sponsors of the event, but the concert wouldn't be happening this year because of a conflict at the SCERA. They are opening Newsies the weekend before, so there will be a full set on the Shell stage. The VIP dinner will be moved to Monday. Tuesday will be the Summerfest Pool Party, which was a popular event last year. Wednesday will be the car show, and they are considering having a free barbeque for the public. He asked if they should limit the food to the first certain number of guests. After further discussion, the group determined that they shouldn't limit food, as they are sure that they can feed a lot of people inexpensively.

Steven Downs commented that they are changing the car show to Wednesday night because there is a conflict with Saturday. John Whittaker explained that there are several other car shows that same Saturday. He has been working with Rockin' Hotrod Production Company to help with the event.

John Whittaker briefly went back to the Kick-Off party and asked if it is possible to have the mall actually sponsor the event. Reed Price stated that the mall has been sponsoring the event, financially. The group discussed the possibility of the mall taking on more responsibility in planning and running the event. Kena Mathews said that the mall was in charge of the entire event a few years ago, and they have dedicated full-time employees for events. The group determined to speak with the mall owners to discuss the matter further.

Steven Downs returned to the calendar and said that after Wednesday night, all of the remaining events will take place at City Center Park. Thursday will be the family carnival, which they want to begin earlier in the day than last year. November 8th is the deadline for bids for the carnival. He noted that Council Member Lauret's big objective is to have a family day with events for all ages.

Shawn Lalliss asked if the Summerfest committee has any say in what carnival company the City chooses, and Jason Adamson said that the ultimate decision is made by the City Council. John Whittaker said that he would like to participate in choosing the carnival, because he did last time.

Steven Downs continued with the calendar and said that the hot dog and pie eating contests will take place on Thursday as well. In the past, they have had Orem's Got Talent after the eating contests, but they would like to move that event to Friday to be the entertainment. Also part of the Thursday festivities will be juggling acts, Scales and Tails, and other events.

Shawn Lalliss asked Sallie Matthews if the Scales and Tails will be able to do two or three shows, and she responded that they are fine with the dates proposed. The only event they need to be careful of is the one at Home Depot, because they won't be able to commit prior to six months before the event. Sallie Matthews said they talked about doing the Home Depot event twice during Summerfest this year because people love it so much.

There was a discussion about what events would be utilizing the stage, and the conversation turned to face painting. There was a concern that the balloon artist was rather expensive last year, but they had spoken with him and he agreed to lower his price to \$85 per hour this year. Ashley Mann confirmed that there will also be face painting at the boutiques. Kena Mathews said that the lines for face painting and balloons tend to get very long, and that is frustrating for families with small children. She asked if the balloon artists could walk around rather than having a line. It was noted that there is the potential to hire more face painters and balloon artists. The company that did the face painting also had a traveling magician they could hire.

Steven Downs said Friday night will be Orem's Got Talent on the stage, which brought in a very large crowd last year. The Food Court will also begin on Friday. The boutiques will be on Saturday, with live entertainment, food court, and kids' events. Regarding entertainment, Charlene Cozier noted that they will not be paying for large acts to come this year, because there is never a large crowd at the entertainment tent. They will be asking local entertainment to come perform for free.

Steven Downs addressed Extreme Party Innovations, an entertainment company, and said that they have really been pushing to do inflatables. He and Jason Adamson had discussed it, and they were willing to allow some inflatables into City Park this year. Typically, the City doesn't allow any inflatables on City Property because of the liability issues. If they were to allow inflatables, they would have to be ones that had a high level of control, and they needed to be operated by an employee. Shawn Lalliss added that there are a lot of options offered by Extreme Party Innovations, and not all of them are inflatables. She said she'd go through the options and create a list for the group to choose from.

Peter Wolfley said that they had been contacted by someone that wanted to run a three-hour blitz chess tournament as part of Summerfest this year. That would take place Friday night at the pavilion. They would bring everything for the event, but they would like help with advertising.

Steven Downs said the Rotary Club Breakfast will be on Saturday morning, followed by the Carnival, food court, boutiques, and stage entertainment during the day. That night will be the parade and fireworks. There was some question as to where the baby contest would take place this year. Normally it was done at Orem High School, but there had been some conflict last year and the event was moved to the SCERA. The suggestion was made to approach Mountain View High School about using its facility.

Shawn Lalliss was concerned about taking the entertainment out of the VIP dinner, because that is the main “thank you” that the volunteers and sponsors. She suggested finding other forms of recognition and appreciation for the volunteers.

Sallie Matthews made a motion to accept the tentative calendar of events, with Ashley Matthews seconding the motion. All attending committee members voted unanimously in favor.

Steven Downs then presented the proposed layout of the park and the group discussed it. There was a concern regarding the ballpark. This is normally where families gathered to watch the fireworks, so having inflatables in this location will be a conflict. They discussed having Extreme Innovations in that area for only one day and removing their equipment before Saturday.

Steven Downs noted that the metal picnic tables at the pavilion will be replaced with wooden ones for the kids’ crafts, and the existing metal tables will be put elsewhere in the park.

Steven Downs reported that they would not be having a business showcase this year, but major sponsors would be able to have a booth, if they wanted, near the hospitality and information area. The City would supply the tents. Shawn Lalliss said that the sponsorship committee had discussed the idea of allowing only sponsors that give a certain amount to have a tent, and the recommended threshold was \$2,400. They would only have a handful of sponsors at that level. The group was fine with the proposal.

John Whittaker moved to set the threshold at \$2,400 for sponsors to have a booth at City Center Park, with J. Theresa Davis seconding the motion. All attending committee members voted unanimously in favor.

Ashley Mann asked if the Senior Friendship Center will be open to Summerfest this year. Her concern is that the boutiques are not as high quality as she wanted, and the proximity to the carnival attributed to that. She is considering moving the boutique to the Senior Friendship Center and running it similar to Holy Cow in Pleasant Grove. The biggest concern with moving the boutiques, however, is getting people over to the new location. Kena Mathews liked the idea of changing the boutiques in some way. There weren’t very many nice booths last year or the year before. Ashley Mann explained that she wasn’t receiving applications for high quality boutiques. She approached some booths at Holy Cow and asked them to apply for Summerfest. Steven Downs said that they could consider changing the boutiques to be separate from Summerfest and try to grow something better that way. Shawn Lalliss agreed and said that will be a conversation for a future meeting.

Shawn Lalliss asked if they are still interested in bringing Freckle Farms in for a petting zoo. Ashley Mann said she would like to have the petting zoo because it is very popular with the children. They are saving money on entertainment, so there will probably be room in the budget for a petting zoo. The group discussed possible locations for the petting zoo in the park.

John Whittaker asked if there was any reason why they couldn't shoot fireworks from the SCERA Park instead of City Center Park. The group discussed possible locations. Steven Downs said he would speak with the Fire Marshal about other locations.

After some discussion, the group decided not to adopt the park layout at this time.

Budget Review

Reed Price said they had discussed budgets at the previous meeting. However, if anyone has any concerns or questions, they should speak with him as soon as possible. He will be speaking with each member of the committee individually about their budget before the next meeting in January.

Ashley Mann asked about gifts for volunteers, and it was stated that the committee always tries to obtain coupons or something for the volunteers. Shawn Lalliss suggested throwing a pizza party. Kena Mathews said that the Freedom Festival hosted a movie night for their volunteers, and maybe Summerfest could do something like that at the SCERA.

Shawn Lalliss said she and Steven Downs have discussed changing the entry amounts for the parade. Last year they charged \$100 for commercial and political entries, but everyone else was treated as a non-profit and they did not have to pay for an entry. Last year, she had many people drop out of the parade at the very last minute, which was difficult to deal with. She feels that people will be more likely to stay in the parade if they have some financial connection to the event. She proposed keeping commercial and political entries at \$100, and charging non-profit organizations \$50 and schools/churches \$25.

J. Theresa Davis moved to adopt the proposed changes to the parade entry fees, with Kiersten Haderlie seconding the motion. All attending committee members voted in favor.

Adjournment

Our next meeting will be held on Wednesday, January 16, 2019 at 5:15 p.m. at the Orem Public Works Complex. *John Whitaker made a motion to adjourn the Summerfest meeting, with Ashlie Mann seconding the motion and all remaining members voted unanimously.* The meeting adjourned at 7:05 p.m.