



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, January 16, 2019
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, VICE CHAIR, Food Vendors
Sallie Matthews, Children's Crafts and Entertainment
John Whitaker, Car Show, Military Vehicles
Catherine Whitaker, Pool Party, Chess Tournament
Katrina Bleyl, Hospitality Tent, Rotary Breakfast
Nathan Black, Baby Contest, Helicopter
Kiersten Haderlie, Storytelling Festival, Spirit Awards
Liz Woolf, Student Marshals, Hot Dog/Pie Eating Contest
Steven Downs, Deputy City Manager
Debby Lauret, City Council Representative
Reed Price, Maintenance Division Manager
Chris Tschirki, Public Works Director
Kena Mathews, Fund Raising
Tim Dalsing, Park Liaison
Laura Bascom, Volunteers
Kent Allen, Purchasing, Contracts

ABSENT/EXCUSED:

Liz Craig, Orem's Got Talent
Ashlie Mann, Boutiques
Peter Wolfley, Web/Social Media, Magazine
Charlene Crozier, Arts Council
Jason Adamson, Risk Manager
Heath Stevenson, Emergency Management
Jill Winder, Administrative Support

VISITORS:

Welcome, Introductions & Approval of Minutes

Shawn Lalliss brought the meeting to order by welcoming everyone to the January Summerfest meeting. Shawn wanted to take a moment and go around the room and have everyone introduce themselves. 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 October 2018. *John Whitaker made a motion to approve the October minutes with J. Teresa seconding the motion. All attending committee members voted unanimously to accept the 2018 October meeting minutes as approved.* Meeting minutes stand approved.

Partnership Subcommittee Discussion

Deputy City Manager Steven Downs explained that last year they had a Partnership Subcommittee headed by Teresa Horn and Wally Harkness, but both of those individuals resigned in the past few weeks. They both had given six or seven years to Summerfest. Staff reached out to the other members of the Partnership Subcommittee, but they were unwilling to take on special assignments. Kena Mathews, who was previously the chair of the Summerfest Committee and the Director of Habitat for Humanity, was recently employed by the City of Orem. Staff went through the list of last year's sponsor with her, and she knew 90% of them. They felt that fundraising could be done through Kena Mathews, and they could disband the Partnership Subcommittee.

Shawn Lalliss asked if they needed to vote to disband the Subcommittee. Steven Downs reported that he had spoken to the City Attorney and he said that they could remove the subcommittee from the code when staff does the annual code cleanup.

J. Teresa Davis wanted to be sure that someone was always working on fundraising. Steven Downs said that asking someone to volunteer to raise a lot of money was not easy, but Kena Mathews was a City employee and she could do fundraising as part of her regular duties. They had already begun communicating with the sponsors and donors from last year.

Kena Mathews reported that she had met with the former subcommittee members and they were still willing to assist in fundraising.

The Committee determined not to dissolve the subcommittee until after the year, because they may decide to reform the group next year.

VIP Dinner/Mayors Ball

Steven Downs reminded the group that this year would be Orem's 100th anniversary as a City, so there would be additional special celebrations happening this year. The Mayor has scheduled a Mayor's Ball at UVU the week before Summerfest, and the list of invitees is like those that would be invited to the VIP Dinner on Wednesday night. He proposed combining the two activities. Those that they would recognize at the VIP Dinner would be recognized at the Mayor's Ball instead. The Mayor's Ball will take place on June 1st.

The Committee was in favor of the idea. J. Teresa Davis said that she worked at UVU, and if they needed any help with the event, she was willing to assist.

Fireworks

Steven Downs said that last year we spent \$12,000 for a ten-minute firework show. Since this was the centennial celebration, staff asked for several bids on next year's firework show. The first was \$80,000 for a 45-minute show, the second was \$40,000 for a 20-minute show, and \$20,000 for a 15-minute show. He noted that the City would be doing another firework show as part of the centennial celebration outside of Summerfest.

The Committee discussed the possibility of spelling out "Orem" in the sky in fireworks. Steven Downs said that there were inexpensive glasses that could change the lights to any image they wanted to make. They could create glasses with the Orem logo and pass them out to those that attend the show. There would also be room on the glasses for a sponsor if they found someone that would fund the glasses.

Liz Woolf said that she originally thought a 20-minute show would be good because of the centennial celebration, but since they would be doing a second show, she thought that the 15-minute show would be enough. Katrina Bleyl agreed.

There was a brief discussion about the size of the shells for the fireworks and what would be a safety hazard. It was suggested that the fireworks show be set to music, including the Orem birthday song. That may determine the length and cost of the show. The music could be broadcast on a local radio frequency.

Budget Review

Reed Price said that the budget information he had may be out of date because of the fireworks show. He would update the numbers and email the information to the committee members. He said that they base the budget on the expenses from last year.

Prayer Event Inclusion

Kena Mathews said that she is part of the Utah Valley Interfaith Association, and a few years ago they decided to make the National Day of Prayer Event part of Orem Summerfest. The Event was supposed to help on the first Thursday in May, which doesn't fit into the timeframe of Summerfest. They changed the event to be a Community Day of Prayer so that it could be part of Summerfest, but they received complaints from the Association and the Event was moved back to May last year. The Event would be advertised as part of Summerfest, but it wouldn't take place during that week. She requested that the Day of Prayer be advertised on social media pages and the Summerfest website. She noted that the Freedom Festival did an article on the Day of Prayer event in their book. This year's theme is Prayer of America: Love One Another.

The Committee suggested advertising the Prayer event on the utility bill.

Review Summerfest Event Schedule and Preparations

Shawn Lalliss said that Ashley Mann, who wasn't present, had decided to run the boutiques the same way they were done last year. The boutiques may change in the future, but not this year.

J. Teresa Davis, Food Vendors, said that she had received several applications already. They would not have any food trucks this year.

Liz Woolf asked if there would be food trucks at the SCERA Park, and Shawn Lalliss said that they would not be having food events at the SCERA Park this year.

Sally Matthews, Children's Crafts and Entertainment, listed the activities that would take place on Thursday and Saturday. Regarding Scales and Tales, she said that they had the option to have them come for an entire day for \$1,500. This would include two shows and all-day exhibits. The cost for just one show was \$550.

Liz Woolf asked if it would be an interactive display, and Sally Matthews said that they would have an area of about 1,200 square feet with animals on display. There would be one or two employees there to answer questions and bring the animals out for people to see. This would not be like a petting zoo.

The Committee discussed replacing the petting zoo with the Scales and Tales display on Thursday. Kena Mathews said that there was a Scales and Tales display at the Freedom Festival, and it was very popular. It was noted that the biggest problem with the petting zoo was deciding where to put them. There would be a petting zoo as part of the Harvest Festival in October. Shawn Lalliss requested a breakdown of the cost of the Scales and Tales versus a petting zoo.

John Whittaker, Car Show, said that JC Hackett will be the company doing the car show this year, and their goal is to get 100 cars. He would speak with Kena Mathews about getting food for the event. The car show would take place at the SCERA on Wednesday.

Katrina Bleyl, Hospitality Tent, said that they had planned for 150 people at the hospitality tent, but they ran out of water and food very quickly. It was suggested that they limit the number of people allowed with each ticket.

Nate Black, Baby Contest and Helicopter, said that the baby contest would be on Saturday, but they were still working on finalizing a location. They would also be working to streamline the application and sign in process easier.

Liz Woolf suggested using Signup Genius.

Nate Blake reported that AirCare would not be able to come this year because they only have one helicopter now. He was in contact with AirMed about getting their helicopter to come.

Kiersten Haderlie, Kickoff Activity and Spirit Awards, said that they have a storyteller for the Kickoff Activity, but she was seeking more information for other possible activities.

Steven Downs said that they had \$1,000 for these activities. They wanted something to entice families to come to the kick-off activity. Shawn Lalliss noted that they probably wouldn't be able to get ice cream from Dairy Queen for this event because they will be donating ice cream for the pool party the next day. They discussed possible refreshments.

Shawn Lalliss asked for information about the Spirit Awards, and Kena Mathews said that nominations come from the community. The Centennial Committee had thought about finding the oldest residents in Orem to participate in the celebration. Since they wouldn't be having a VIP Dinner, she recommended presenting the Spirit Awards at Orem's Got Talent. She also suggested finding a time to recognize the Student Marshals, since they may not be comfortable attending the Mayor's Ball.

Liz Woolf, Student Marshals and the Hot Dog/Pie Eating Contest, said that she had received information about the Student Marshals from Kena Mathews, but she hasn't sent emails to the Junior High Schools yet.

Catherine Whitaker, Pool Party and Chess Tournament, asked for information about the pool party last year. Shawn Lalliss said that there were very long lines last year at the entrance to the pool and for the ice cream. She suggested having more employees to take tickets and allowing people to purchase tickets online. For the chess tournament, Shawn Lalliss said that the person in charge of the chess tournament would handle everything. They City just needed to provide tables and chairs at the pavilion.

Shawn Lalliss, Grand Parade, said that she sent out an email about the parade today and within 10 minutes she had received ten applications. Many people are upset about the new non-profit fee, but the Committee felt that this was necessary to charge the fee so that each entry had some "skin in the game." She was also working with Hill Air Force Base to get a military flyover. She stated that any entry caught throwing candy during the parade would not be able to enter next year. They could pass out candy, but they couldn't throw it. She also had concerns about getting banner holders again.

Support Staff Reports

Steven Downs said that they were looking to have the Hope Walk as part of Summerfest this year, and doTERRA may be a sponsor for that.

Regarding the carnival, Steven Downs said that they would be selling tickets in advance at the library, and the City would get 20% of all the pre-sale tickets to be used for Summerfest. They were working with the carnival to mitigate the issues they had last year.

Laura Bascom, who wasn't present, had left flyers for the committee members about volunteers.

There was a brief discussion regarding t-shirts for the volunteers and committee members.

Adjournment

Our next meeting will be held on Wednesday, February 20, 2019 at 5:15 p.m. here at the Orem Public Works Complex. *J. Teresa Davis made a motion to adjourn the Summerfest meeting, with Sally Matthews seconding the motion and all remaining members voted unanimously. See you in February. The meeting ended at 7:10 p.m.*