



CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, March 20, 2019
5:15 p.m.

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

CONDUCTING: Shawn Lalliss, CHAIR, Grand Parade

ATTENDING:

J. Teresa Davis, VICE CHAIR, Food Vendors
Katrina Bleyl, Hospitality Tent, Rotary Breakfast
Nathan Black, Baby Contest, Helicopter
Liz Craig, Orem's Got Talent
Kiersten Haderlie, Storytelling Festival, Spirit Awards
Ashlie Mann, Boutiques
Liz Woolf, Student Marshals, Hot Dog/Pie Eating Contest
John Whittaker, Car Show, Military Vehicles
Steven Downs, Deputy City Manager
Peter Wolfley, Web/Social Media, Magazine
Charlene Crozier, Arts Council
Jason Adamson, Risk Manager
Shane Fredrickson, Public Safety
Jill Winder, Administrative Support
Reed Price, Maintenance Division Manager
Kena Mathews, Fund Raising
Tim Dalsing, Park Liaison
Laura Bascom, Volunteers
Kent Allen, Purchasing, Contracts, Shirts

ABSENT/EXCUSED:

Sallie Matthews, Children's Crafts and Entertainment
Catherine Whittaker, Pool Party, Chess Tournament
Debby Lauret, City Council Representative
Chris Tschirki, Public Works Director
Jim Orr, Park Liaison
Heath Stevenson, Emergency Management

VISITORS:

Welcome, Introductions & Approval of Minutes

Shawn Lalliss 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. Shawn Lalliss asked the Commission members to approve the Meeting Minutes for the month of February 2019. *Nathan Black made a motion to approve the February minutes with Ashlie Mann seconding the motion. All attending Commission members voted unanimously to accept the 2019 February meeting minutes as approved.* Meeting minutes stand approved.

Sponsorship Update

Kena Mathews provided an update on the sponsorships that had been obtained and what event they would be associated with. University Place will be sponsoring the Kick-off Event and Storytelling Festival, and Farr's Fresh will provide discounted ice cream for 1,000 attendees. The Commission will need to provide two to four volunteers to help with ice cream line control. The contact for the items for the hot dog eating contest is Phil Lamb. She hasn't talked to Village Inn yet about supplying the pies for the pie eating contest. Dairy Queen will provide Dilly Bars for the pool party. She will give a list of sponsors to staff so that their logos can be included on the t-shirts. Smith's provided a \$5,000 grant for food for a few events.

Shawn Lalliss noted that they are contemplating a thank you event for the volunteers, and maybe some of that grant could be used for that event.

Kena Mathews continued by stating the El Pollo Loco is providing \$250 in giveaways for the Car Show, and Chick-Fil-A is donating 300 balloons. Intermountain Medical Group is sponsoring the kids' crafts. The Wiggly Wash wanted to bring a kids car wash to the event, but they were limited on when that could happen because Quick Quack Car Wash was sponsoring several events. The group discussed when and where the Wiggly Wash could be located.

Nathan Black noted that Minky Couture will be donating blankets again this year.

Kena Mathews said that Smiths, Chick-Fil-A and Dairy Queen will be sponsoring the hospitality tent, and they are still working on a sponsor for pizza. Wallaby's is also providing a donation, so they should be given a food vendor's spot. J. Teresa Davis said that they still needed to submit an application. Kena Mathews said that doters will sponsor the student marshals and provide balloons for the family carnival. UCCU will sponsor the family carnival.

Kena Mathews noted that everyone on the Commission would be invited to the Centennial Ball on June 1st. This event will be done in place of the VIP dinner.

Budget Update

Shawn Lalliss said that the budget discussion was not on the agenda, but they needed to adopt the budget.

Reed Price presented the proposed budget and briefly explained each column. He asked if any changes needed to be made. Shawn Lalliss said she needed additional funds for a flyover for the parade. The only person that would be available to do the flyover was located in Heber City, and

he charged \$400. Reed Price adjusted the budget and said more sponsorship is needed to cover that expense.

Liz Craig asked why Orem's Got Talent wasn't on the budget, and Reed Price explained that their only expense was for sound equipment, and that was included in the entertainment budget.

Liz Woolf made a motion to approve the proposed budget, as amended, with Kiersten Haderlie seconding the motion. All attending Commission members voted unanimously in favor. The budget stands approved.

Shirts

Kent Allen said that he was ready to order the green volunteer shirts, so he needed sizes and amounts for each event. He needed that information by the end of April at the very latest. There was a discussion about the shirts for the Commission, and they decided to do the same style and fabric as last year, in the True Navy Heather color.

Nathan Black requested a size chart so that the Commission and volunteers could get accurate sizes.

Spirit Award Recipients

Shawn Lalliss noted that this item also was not on the agenda, but they needed to vote on the nominees so that the award winners could get their bios in the magazine. Steven Downs said that he could pull up that information. They decided to begin the individual event reports while staff got that information ready.

Review Summerfest Event Schedule and Preparations

Liz Craig reported that the Orem's Got Talent event preparations were going well. Jessie Craig has already reached out to several schools and applications are coming in. They are also working on getting gifts for the winners. There is a conflict with the Miss Orem pageant, but they are working through the logistics on the matter.

Jason Adamson asked if there were any risk management concerns that needed to be addressed before he excused himself from the meeting. Shawn Lalliss said she had sent him an email about a parade entry that wanted to include a dunk tank. The person being dunked would be the owner of the orthodontic business. Jason Adamson said that there wasn't really a concern as long as they didn't pull volunteers from the crowd into the parade.

Jason Adamson asked the Commission to remind vendors and activity providers to follow the same protocols that they did last year with agreements and any special contracts. Vendors will need to provide their own insurance this year.

Ashlie Mann asked about boutiques that wanted to sell homemade candies, sauces, and other foods. Jason Adamson said that is fine as long as they are in compliance with state requirements for food handlers.

Liz Woolf asked about the Hope Walk, and Jason Adamson said the event is included on the City's insurance this year.

Ashlie Mann reported that she has received a lot of applications for boutiques. She would soon have a list for them to go through as a Commission. During the previous meeting, there had been a discussion about allowing business showcases into the boutique. She thought this would take away from the boutique, and it's not what people go to the boutiques to see.

Shawn Lalliss asked how many applications they have received that are business showcases, and Ashlie Mann said that they've received a lot. They had received applications from pest control businesses, window cleaning, insurances, etc. She wanted to limit the boutiques to booths that sold items people could take home with them, not just a coupon or an appointment. Nathan Black suggested that they redirect businesses to Kena Mathews and see if they wanted to be a sponsor instead. They could also be redirected to the parade.

Ashlie Mann still had concerns about candy and other food at the boutiques. She would speak with Jason Adamson again about these concerns.

Nathan Black reported AirMed from the University of Utah had agreed to do one of the helicopter times, and he asked about the best time to have them there. It was suggested that they try to have the helicopter for Saturday afternoon or Thursday night. He then reported on the giveaways and prizes they had gathered for the baby contest. Thanksgiving Point will be providing free passes as the grand prize. Someone suggested that he contact Highway Patrol about the use of its helicopter as well.

There was a discussion regarding the categories of the baby contest, because there was a concern about crossover. Last year, all of the costume babies won in their age groups as well.

The discussion turned back to the Spirit Award nominations. Steven Downs reported that they had received five nominations, and they should select two of them. The nominations are Milani, Courtney Knight, Vernon South, John Bowman, and Jerry Ellison. They discussed the nominees and their service to the community.

Liz Craig moved to accept Jerry Ellison as a Spirit Award recipient, with Kiersten Haderlie seconding the motion. The motion passed with unanimous consent of the Commission.

Liz Woolf moved to accept Milani as a Spirit Award recipient, with Nathan Black seconding the motion. The motion passed with unanimous consent of the Commission.

Kiersten Haderlie was in charge of reaching out to these individuals and getting their bios for the magazine.

The Commission members continued reporting on their events.

Liz Woolf asked Peter Wolfley if they have been in contact with Village Inn about donating pies for the pie eating contest. He gave her information about his contact at Village Inn. Liz Woolf reported that the Hope Walk wants to put the Summerfest Logo on their t-shirts this year. Peter Wolfley asked for a blurb for the magazine regarding the Hope Walk.

Kat Bleyl said that she still hasn't come up with a way to control the number of people inside the VIP tent. They have Chick-Fil-A donating sandwiches and they are still looking for a donor for pizza. Last year, the pizza place provided the plates and napkins. She asked if she should purchase those this year. Liz Craig asked if Costco would be helping with the VIP tent this year, and Kenna Mathews said that she hasn't heard back from Costco yet. Timpanogos Hospital will be providing water this year. Kat Bleyl said she will need a list of sponsors.

Shawn Lalliss asked if the Commission wanted to host a thank you event for volunteers this year. They had never done such an event, but it was something they had brought up in previous discussions. The Commission was concerned that the event wouldn't be well attended, even though it was a nice gesture. They discussed getting more coupons for the volunteers, goodie bags, and maybe even donuts on the day that they volunteer. They decided not to have a thank you event.

J. Teresa Davis reported that applications for food vendors will close on Saturday. Once she receives the list from Peter Wolfley, she will let the Commission know which vendors she chooses. She has given herself a two-week timeframe to let the vendors know that they have been chosen. She will also create a backup list.

Kena Mathews said that Kona Ice is willing to provide 200 coupons for the volunteers to get a free cone during the event, but they will have to be a vendor for that to happen. It was also noted that some vendors, like Kona Ice, have applied for Summerfest for several years without being selected. J. Teresa Davis said that she only has a list of the last two years of applicants, so she does not have a way of knowing who had been continually selected.

Steven Downs said that the Parks Department would like a list of the vendors as well, because they could provide feedback as to which vendors are more difficult to work with.

Shawn Lillis reported for Sallie Matthews and the Scales and Tales event. There was a discussion about the dates and times for the show and the exhibits.

John Whittaker reported that JC Hackett would be doing the Car Show, and they would be advertising it on their website. Their goal was to get 100 cars for the show. The event would be advertised as the Orem Summerfest Car Show at SCERA Park.

Steven Downs said that staff has been discussing inflatables, and they decided that the best place for that would be at the car show. If they have inflatables at the carnival, it will be confusing because the tickets for the carnival won't convert to tickets for the inflatables. Inflatables at the car show would add a fun children's component to the event. Shawn Lillis requested that he

send this information to the Commission members in an email, since many of their members had left the meeting already.

John Whittaker said that they are still discussing easy food options for the car show.

Kena Mathews again stated that Farr's Fresh will be providing discounted ice cream for 1,000 attendees at the Kick-off Event. They will be providing all of the cones and all of the workers, but the Commission needs to provide two to four volunteers to manage the line. It was suggested that they use hand-stamping to ensure that attendees didn't get more than one ice cream.

Kiersten Haderlie said that they had three potential bands for the kick-off event. After some discussion, they decided to go with Jersey Street, a cover band. The storyteller was given 50 minutes, and they needed to present awards for student marshals and the Spirit Awards. It was determined that the band would play first, and then the awards would be presented before the storyteller began. It was suggested that they try to get the Mayor involved in this event.

The Commission briefly discussed the pool party, and Steven Downs reported that they have setup a pre-sale option online, which should help keep the lines short.

Shawn Lalliss reported on the Grand Parade, stating that she received 36 applications, but only 13 signed the contract. The contract is a new addition from last year, so it may be that the applicants aren't used to the new procedure. They were experiencing some pushback from non-profit organizations because of the fee that was implemented this year as well. She reported that she had reached out to the Orem Church of Jesus Christ of Latter Day Saints missionaries, and they would be her volunteers this year.

The group discussed the request for a dunk tank. Their concern was with people coming forward from the crowd into the parade. The idea seemed unsafe.

Steven Downs reported that they finalized the concert for Memorial Day, which will be part of the SCERA's concert series. In years past, Summerfest had a golf tournament as one of the events. The Orem Kiwanis Club now wants to sponsor a golf tournament again. They will take care of everything, but they want to be advertised as part of Summerfest. The Commission was comfortable with the addition.

It was reported that the Arts Council has received all of the entertainment applications and they are working through those. They are also contacting those that receive CARE Tax funds to invite them to perform.

Adjournment

Our next meeting will be held on Wednesday, April 17, 2019 at 5:15 p.m. here at the Orem Public Works Complex. John Whittaker *made a motion to adjourn the Summerfest meeting, with J. Teresa Davis seconding the motion and all remaining members voted unanimously.* See you in April. The meeting ended at 7:14 p.m.