CITY OF OREM
Summerfest Commission Meeting Minutes
Wednesday, May 15, 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
Katrina Bleyl, Hospitality Tent, Rotary Breakfast
Nathan Black, Baby Contest, Helicopter
Kiersten Haderlie, Storytelling Festival, Spirit Awards
Ashlie Mann, Boutiques
Sallie Matthews, Children's Crafts and Entertainment
Liz Woolf, Student Marshals, Hot Dog/Pie Eating Contest
Catherine Whittaker, Pool Party, Chess Tournament
John Whittaker, Car Show, Military Vehicles
Steven Downs, Deputy City Manager
Charlene Crozier, Arts Council
Reed Price, Maintenance Division Manager
Kena Mathews, Fund Raising
Tim Dalsing, Park Liaison
Jim Orr, Park Liaison
Heath Stevenson, Emergency Management

**ABSENT/EXCUSED:**
Liz Craig, Orem's Got Talent
Peter Wolfley, Web/Social Media, Magazine
Jason Adamson, Risk Manager
Shane Fredrickson, Public Safety
Laura Bascom, Volunteers
Kent Allen, Purchasing, Contracts, Shirts
Debby Lauret, City Council Representative
Jill Winder, Administrative Support
Chris Tschirki, Public Works Director

**VISITORS:** N/A

**Welcome, Introductions & Approval of Minutes**

Shawn Lalliss brought the meeting to order at 5:15 p.m. by welcoming everyone to the May 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 April 2019. *Katrina Bleyl made a motion to approve the April minutes with Sallie Matthews seconding the motion. All attending committee members voted unanimously to accept the April 2019 meeting minutes as approved.* Meeting minutes stand approved.

**Review Summerfest Event Schedule and Preparations**

**Orem's Got Talent**

Liz Craig was not in attendance; however, it was reported that things are going great and that applications are being received each week. Last year there were sixteen participants, plus the opening act. This year's participation should be comparable to last year's event. Discussion ensued on who the judges would be.

**Boutique**

Ashlie Mann said things are moving along. A lot of the booths were reserved, but some payments did not come through. Currently, 61 of the 68 booths are reserved.

Shawn Lalliss asked if a representative from Knockerballs had contacted any of the committee members. It was determined that the risk was too high to approve Knockerballs to participate at Summerfest.

Ashlie Mann next reported that some more applications have come in. Shawn Lalliss noted that Dave Hennessey of TURN wanted a boutique booth. Ashlie Mann said she has tried to be selective to ensure a wide variety of offerings at the Boutique.

Liz Woolf said that she has a friend who has a garage business that would be interested in a boutique booth, so she asked if she could invite her friend to reach out to Ashlie Mann if there are any openings left. Ashlie Mann said Liz Woolf's friend could contact her right now. Ashlie Mann said that she wants to have a diversity of vendors.

**Food Vendors**

J. Teresa Davis reported that plans are underway to determine the arrangement of the food vendors. There will be a diversity of food vendors.

**Children's Crafts and Entertainment**

Sallie Matthews stated that things are pretty close to being ready. All of the entertainment has been scheduled. She expressed appreciation for the fliers that Laura Bascom had made for recruiting volunteers. She asked the committee members to help in distributing the fliers to friends and neighbors. She suggested that the youngest age for volunteers should be around 16. Sallie Matthews said that there would be a reptile display on Thursday and Saturday, so the tent will be empty on Friday. She asked if the additional $1300 should be spent to have the display on Friday, as well. Discussion ensued on the feasibility of the suggestion of having the reptile display on Friday. It was noted that the tent could not be re-purposed for use on Friday, so it would either be empty or feature the reptiles an additional day. Liz Woolf stated that the negative of having an empty tent on Friday would be the appearance of "not having it put together." In response, a suggestion was made to put up a sign that says, "Catch Us Tomorrow." Sallie Matthews observed that there would be a posted schedule with all the different events. Kena Mathews said that since Thursday and Saturday are "Kids Day," there will be more people. On Friday, however, there might not be quite the number of people who would be drawn to the reptile tent. It was also observed that the Summerfest Magazine has already been printed, so the reptile tent is not advertised for Friday. Charlene Crozier said that she didn't want to spend money unnecessarily; however, the Friday was going to be different because it's the day of Orem's Got Talent. Though that event is popular, it's not a headliner event, so the reptile tent would give people other options, especially while the Orem's Got

Talent event is being set up. After much discussion, the consensus was to schedule the reptile tent to be ready by noon on Friday.

**Car Show/Military Vehicles**

John Whittaker said that preparations for the car show have been going really well. He said that he has been to several car shows recently to promote the Summerfest car show. The interest was such that he needed 100 more fliers. In response to Shawn Lalliss's question as to whether people had to submit applications to be in the car show, John Whittaker explained that people just show up. Shawn Lalliss said she needed to find some cars for transporting the Orem Spirit Award winners. John Whittaker said he would visit with one of his contacts to get a list of people who like to participate in parades. Shawn Lalliss said that convertibles would be preferable, if possible.

Kena Mathews said that the food had been ordered. Hot dogs will be served because they are cheaper and faster to serve to large crowds of people.

**Hospitality Tent, Rotary Breakfast**

Katrina Bleyl said that the food had been ordered, along with the napkins and paper plates etc. There will be sub sandwiches and Chick-fil-A sandwiches. In addition, "non-melty" snacks have been ordered. She noted that 500 cookies were being donated. They would be for the VIP hospitality tent. Snicker doodles were the cookie of choice. Katrina Bleyl said she needed about 20 volunteers. Katrina Bleyl said she still needed to get the wrist bands. Kena Mathews said she would get the wrist bands next week. Katrina added that she needed 500 bottles of water. It was agreed that they would be delivered to the hospitality tent.

**Baby Contest, Helicopter**

Nathan Black said that things are going great. He said that he wanted to have computers for the judges to use and asked regarding the feasibility of making Google Sheets mobile friendly, thereby allowing the judges to use their own mobile device. Nathan Black was reassured that it should be doable. He was also told that if that idea did not work out, it should be no problem to round up enough computers for the judges. Nathan Black said that there were 22 judging stations with two judges per station, so 44 computers would be needed. Nathan Black said that he would have a back-up plan if his Google Sheets plan could not work. He said he has an intern who could help.

In response to Nathan Black's question regarding prizes that might be used as part of a raffle, Kena Mathews said that she thought they were where they needed to be. She could get more prizes, if necessary. He said his committee would be meeting on June 3, so he would like to have the prize coupons by then, if possible.

Nathan Black next asked where the baby winners were supposed to go for the parade. Shawn Lalliss said it would be close to 400 South and 800 East; however, the staging was not finalized yet. The baby entries are toward the front of the parade. She said that she should have the line-up worked out by June 2 and 3, at which time she would notify Nathan Black. The entrants would need to arrive before 5:00, or they would have to park in the parking lot of the twin churches that are located at 800 South and 800 East and walk to the parade staging area. The parade starts at 7:00, but everyone needs to be in line by 6:30. The parade ends in the Smith's parking lot.

With regard to the helicopter, Nathan Black said that it was moved to Thursday at about 5:30. The helicopter fly-over will be contingent upon the weather and whether the helicopter is called to an emergency. The helicopter will not appear on Saturday.

**Storytelling Festival, Spirit Awards**

Kiersten Haderlie said that not much had changed. She said that representatives of Farr's Ice Cream had told her that they would pre-scoop the ice cream and have it already in cups. There would be five flavors. She said that the digital sign was prepared and submitted for display at the University Place. Kiersten Haderlie said that Tim Dalsing had ordered the pipe and drapes, and got pricing so she would know how much it would cost for next year. With regard to clean-up, Tim Dalsing said he would arrange for the tear-down. He also said the sandbags would be there.

Kiersten asked about the music because she wanted to make sure the people liked it.

Kiersten next stated that the storytellers would like to have a merchants table, if possible. Tim told her that he would check into that request.

With regard to the Spirit Award winners, Kiersten confirmed that the winners wanted to be in the parade. Arrangements are being made to have cars that will work for the winners, who are older and have mobility challenges. The plaques have been prepared for the winners.

**Student Marshals, Hot Dog Eating Contest, Pie Eating Contest**

Liz Woolf said that nothing had changed. She has reached out to the sponsors, and they are ready. It was noted that there will be a competitor at the hot dog eating contest who participated in the Coney Island Nathan's Hot Dog Eating Contest. He lives in Roy and holds the world record for the most ears of corn eaten in twelve minutes.

**Pool Party, Chess Tournament**

Catherine Whitaker confirmed the day of the pool party, which is Tuesday. The number of dilly bars will be doubled. There is freezer space at the pool to store them.

The chess tournament is ready to go. Registration for the tournament is available online.

**Grand Parade**

Shawn Lalliss said that the parade is going great. In response to her question about the fly-over, she was told it should not be a problem.

Before leaving the meeting, Catherine Whitaker stated that the video has been made and will last about two and a half minutes.

It was noted that thus far about 52 applications have been submitted for the parade. Shawn Lalliss added that she had received about 10 more applications. In response to the question regarding any objections to the entry fee, Shawn said that some non-profit applicants had expressed surprise, but they later paid the fee. She said that the representative for the military vehicles did not want to pay the $50 entry fee, but it appears a donor may sponsor the military vehicles by paying the entry fee. John Whitaker said that the military vehicles would be at the car show. Shawn noted that two parade entrants have paid for two parade slots because their entries are so large.

Discussion took place on the fences that would be used for the parade.

In response to Nathan Black's question regarding a banner for the baby contest truck, Shawn Lalliss said there was a banner that was carried in front of the truck.

In response to Catherine Whitaker's question regarding the announcement of the baby contest winners, she was told that the winners were posted on the Orem Facebook page. The names of the winners are not announced at the parade. The announcement for each entry is limited to 100 words. The towing company pulling the trailer has donated their services, so they have been allotted some of the 100 words.

**Support Staff Reports**

**Administration/Deputy City Manager**

Steven Downs said that the carnival is set, and they will be coming. With regard to the parade, he said that blankets would not be allowed until Friday morning. He added that 200 signs have been ordered that will line the streets to say that blankets are not allowed until 8:00 a.m. the day before the parade. The web page said that confiscated blankets will be available at the City's pick up and storage fee, which is $10 per item. Blankets that are not retrieved would be donated. That policy will apply along the entire parade route, and it will be well publicized. The policy will apply blankets placed on City-owned property.

An intern named Heidi said that she had prepared a template to report about each event. She asked for help in adding information about things that were learned and things that would be helpful for future event organizers. Her timeline was flexible, depending on the ability of the current event organizers to provide her the requested information.

**Budget**

Reed Price reminded everyone that revenue makers need to track that information. In addition, people need to make sure they don't go over the budget they have been allotted. If an emergency comes up, they should contact Shawn Lalliss, Steven Downs, or Reed Price.

**Parks**

Tim Dalsing said that all of the park arrangements are done.

**Volunteers**

Laura Bascom reported said that more volunteers were needed. Katrina Bleyl said that if she did not get the volunteers she needed, she would contact Laura. It was noted that some of the food vendors would like some volunteers, if possible.

**Public Safety**

Shane Fredrickson asked if there was anything happing at SCERA Park that would require law enforcement. The consensus was that there were not any events that would have that need. John Whitaker said that he did not think the car show would need a dedicated officer because it consists of the cars and a barbecue. The bounce houses might require an EMT, or at least quick access to one.

Discussion took place regarding the Hope Walk, which begins at the Catholic Church at 65 East 500 North. It goes to 400 North and 400 East where there is a meetinghouse of The Church of Jesus Christ of Latter-day Saints, and then it continues on to the Community of Christ Church across from the Senior Center. There will be law enforcement officers at the two street crossings of the parade route.

In response to the question regarding whether the street closure time for the parade had been published, Shawn Lalliss said that she did not think it had been published. Discussion ensued on the confusion sometimes associated with the street closure.

**Entertainment**

Charlene Crozier said she still did not have a place for the Miss Orem crowd. She asked for suggestions. Everything else is good to go.

**Pray Event, Sponsors**

Kena Mathews said that not much had changed from the updated list she had provided earlier. Some things had been taken off the list because they had been taken care of. There will be fireworks.

**Emergency Management**

Heath Stevenson said he had handed out a sheet with information to the vendors. He also noted that the Summerfest text 888777 and asked if it have been put in the magazine. He was told that it had not been, but it would be provided to the public in other ways.

**Publicity/Magazine**

Peter Wolfley reported that the magazine is in production and should be arriving at mailboxes late next week or early the week after. He said that he would be gone during the Summerfest, but he has great interns that can be contacted if help is needed.

Shawn Lalliss reported that she had been told that the Summerfest web site had the name John Michael Montgomery listed as Josh instead of John. Peter Wolfley stated that the correction would be made to the web site. The tickets to the concert have arrived. Sales are going really well for the concert. There will be fireworks right after the show behind the stage.

With regard to the start and end times that are posted for the entertainment, Charlene Crozier said that the time frames also included the set-up and take-down time for each show.

**Purchasing**

Kent Allen was not present at the meeting. Everything appears to be fine with his area of responsibility.

**Other Concerns or Questions**

Sallie Matthews suggested that when everything started, everyone might want to do a group text to ask for help that might be needed. The consensus was that Sallie had made a good suggestion.

Shawn Lalliss noted that the Commission Members were not responsible for being present at every event, but they did need to be present at the events for which they have responsibility. Ashlie Mann added that being in the park all day was not doable for her. Shawn reassured her that she did not need to be present all day both days for the boutiques. Ashlie Mann said that if she needed extra help, she would let the other know of her need. In response to Shawn Lalliss's question regarding whether the vendors leave their booth set up at the end of each day, Ashlie Mann said that they leave it up and just lower their tent cover. There is security at the park throughout the night.

Liz Woolf said that if anyone needed help, she was available and happy to do whatever is needed.

Miscellaneous discussion took place regarding Summerfest logistics. The Commission Members expressed their willingness to help and support each other as needed to ensure a successful Summerfest. Discussion ensued on the parking options.

**Adjournment:** The next Summerfest meeting will be held on Wednesday, July 17, 2019 at 5:15 p.m. at the Orem Public Works Complex. *J. Teresa Davis made a motion to adjourn the Summerfest meeting, with Liz Woolf seconding the motion and all remaining members voted unanimously.* The meeting adjourned at 6:41 p.m.