

TOWN OF WALKERTOWN

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FESTIVAL COMMITTEE:

RANDY MENDENHALL – CHAIRMAN



FESTIVAL COMMITTEE MEETING DECEMBER 13, 2010 4:00 P.M. - MONDAY

MINUTES

AGENDA ITEMS:

1. Do we need to plan for more power (electric)?
2. Appoint job assignments?
3. Set the price for space rental (and keep it!)
4. Discuss when to mail out applications to past year's vendors and to any newcomers.
5. Discuss ideas on lighting problems.
6. Decide dates/times for 2011 Festival.

Attending the Festival committee were Randy Mendenhall, Sarah Welch, Darren Ziglar, Steve Amos, Lynn McKinnie, and Scott Snow.

Chairman Mendenhall called the meeting to order at 4:15 p.m. by asking if having more street lights would eliminate the lighting problems that we had at the 2010 festival. If the town proceeds with the direction of purchasing the old house, some of the problems would be redirected. However, since this is not a final solution, it was determined that Randy would get some prices on three or four more light poles. If we use the entirety of Sullivantown Extended, more light poles would definitely have to be put in. The manager was directed to get hold of NC-DOT to find out about blocking off Sullivantown Extended.

Job assignments were appointed as follows:

- Entertainment Darren Ziglar and Doc Davis
- Sponsorship & Advertising Pam Tuttle
- Security Wayne Hester
- Trash pick-up Doc Davis
- Merchandising Sharon Lane

- On-Site Coordinator Peggy Leight

Other job assignments will likely follow, but this is the proposed ones as of now.

Lynn was advised to put on the Applications:

- There will be designated parking for vendors which must be used.
- Please give detailed description of items to be sold, etc.

In response to the question of too many of the same vendors, it was suggested that we put on the town website, the vendors' names and items they are dealing with so prospective vendors can decide whether or not to sign up. We don't want several of the same type vendor.

Prices for spaces would remain at:

- \$30.00 10-foot space
- \$50.00 20-foot space
- \$25.00 Additional for electricity
- No water

Suggestion was made to get radio station(s) involved – but this could be cost prohibitive; however, Darren Ziglar will check with 98.1 (at least) and possibly other stations.

Another suggested item was a permanent stage at some time! We need a stage. It would be great to use sponsorship and to advertise for that sponsor with a permanent stage.

The times and dates for the 2011 Festival will be:

- Friday October 14th From 6:00 p.m. until 9:00 p.m.
- Saturday October 15th From 10:00 a.m. until 9:00 p.m.

Applications for past vendors could be mailed out around February 1st if all information is available at that time.

Entertainment was the hot topic at this meeting. Mr. Ziglar has many great ideas. At this point, it is felt that we would need the following:

- Friday October 14th Need one band from 7:00 p.m. until 9:00 p.m.
- Saturday October 15th We will need four groups from 11:00 a.m. until 8:30 p.m.:
 1. 11:00 a.m. – 1:00 p.m.
 2. 1:30 p.m. - 3:30 p.m.
 3. 4:00 p.m. - 6:00 p.m.
 4. 6:30 p.m. - 8:30 p.m.

Suggested was having comedians and/or other background music while bands were setting up and taking down. Different music would need to be played also – Gospel, country, blue grass, rhythm & blues.....

Again – we need a permanent sound system as well as a permanent stage.
Another thing needed would be a table in order for the groups/bands to sell their wares.

As for the budget for Entertainment, Mr. Mendenhall stated that Mr. Ziglar should continue with the \$3,000 as we had budgeted for the 2010 festival.

The meeting was very productive and Mr. Mendenhall adjourned the meeting at 5:05 p.m.

The next Festival Committee meeting will be at 4:00 p.m. at Town Hall on Monday, January 10, 2011.

SUBMITTED BY:

LYNN MCKINNIE
TOWN CLERK