

# TOWN OF WALKERTOWN

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## FESTIVAL COMMITTEE:

RANDY MENDENHALL – CHAIRMAN  
ENOS JUMPER  
TOM LANE  
KAREN MENDENHALL  
LYNN MCKINNIE

## MINUTES FEBRUARY 8, 2010

Randy Mendenhall, Chairperson, called the meeting to order at 4:14 p.m. at Town Hall. Present were Mr. Mendenhall, Doc Davis, Lynn McKinnie, Pam Tuttle, Sarah Welch, Wesley Hutchins, Jim Morris, Scott Snow, and Tom Lane.

A tentative list of assignments was passed out and this was used as the agenda to conduct the meeting. Mayor Davis requested adding “Security” and “Sales of T-Shirts and Hats” to the list.

- Entertainment  
Pam Tuttle will chair this sub-committee. She has already been advised that Danny Crouse has initially been contracted to entertain for both Friday evening and Saturday day at \$350 per day.
- Vendor Space Assignment  
Tom Lane and Peggy Leight were positioned for this sub-committee. Tom readily agreed and Peggy will be contacted to see if she is willing to work on this assignment.
- Trash  
Mayor Davis volunteered to work this task. It was suggested that Boy Scout Troop #922 (led by Wesley Hutchins) help the mayor with this enormous task.
- Traffic  
Fire Chief Wesley Hutchins agreed that the Walkertown Fire Department would handle the traffic responsibilities – a major undertaking!
- Finances  
Lynn McKinnie, with any needed assistance from Randy Mendenhall, will handle the finances for the festival.

- Security  
With Wayne Hester's leadership, Sheriff Deputies will be hired to handle security Friday evening and night, and all day Saturday.
- Sales – T-Shirts and Hats  
The Committee is very excited about selling T-shirts and hats during the festival. It's quite plausible that short sleeve T-shirts will sell for \$10.00 each; long-sleeve T-shirts will sell for \$12.00 each; and very, very nice hats will sell for \$14.00 each. However, these amounts could change. It was decided that no dates would be listed on shirts. Try and get sponsors to advertise (for \$30 each) on the backs of the shirts – with the Walkertown logo on the front. The ads on back would all be kept the same size.

The conversation moved rather rapidly from one subject to the next – and in random order.

- Cost of stages was discussed briefly – Speaking with the LJVM Coliseum and Dixie Classic Fair office – stages were not available for rental. However, Hauser Rentals will rent a 16'x24' stage for \$600 per stage with a \$50 delivery charge and a \$25 set-up charge. This is a per day fee. No elaboration on type of stage was given so it is probably a flat stage rising up off the ground with no sides nor top.
- An additional band name was tossed out – Hometown Band but Mr. Mendenhall stated that he had checked with them about performing and they would get back in touch with him.
- Zeke Saunders was another band and Ms. Tuttle will contact them at some point.
- Normal band time will be considered at three 45-minute sets with a 30-minute break in between.
- Belews Creek Band was mentioned.
- Mr. Hutchins said he might have one of the old maps showing the set-up of spaces for the “old” festival that Walkertown used to have. He will check and if he finds a map, will advise.
- Lynn will ask Peggy Leight if she would be interested in working with Tom Lane on the space assignments. (*NOTE: Peggy said she would love to work on space assignments.*)
- Spaces for vendors will be at least 15-foot wide and at least 10-foot deep.
- Mr. Mendenhall estimated that there could be as many as 150 – 180 spaces – with two on each side of the roadway.
- As for parking, that will be everywhere!! This issue will be addressed as we get closer to the festival.
- The festival will definitely run:
 

Friday	4:00 p.m. til 9:00 p.m.
Saturday	10:00 a.m. til 6:00 p.m.
- Traffic blocking was discussed with traffic being blocked at:
  1. Sullivantown and Main
  2. Sullivantown and Harley
  3. Willoughby
  4. Winthrop
  5. Harley and 311

- For traffic control, we need to use barricades and not just barrels and cones.
- For previous festivals, Walkertown Fire Department usually used space(s) at Harley and Main for their booth(s). Doing this would enable the Fire Department to more easily get into and out of the festival area in case of a fire call or some other emergency.
- The festival itself was given a \$6,000 budget from the Council to use for festival expenses. Ms. Tuttle, being in charge of entertainment, would need a line item for her expenses so she was given a tentative budget of \$3,000. In thinking out loud, it was thought that we should budget for about 13 hours of entertainment with an estimate of three hours per group.
- Friday Evening - Because he has already been booked, we could use Danny Crouse and no other entertainment group, on Friday evening, starting at 6:00 p.m. and ending at 9:00 p.m. Use only one stage for Friday evening.
- Saturday – We would have two stages going at one time. A general estimate of \$750 for three 45-minute sets would most likely cover the Belews Creek band.
- Kernersville Parks and Recreation could be contacted to inquire about stage rentals. Mr. Lane said he would go to Hauser Rentals and compare their rental stages to what the festival could use.
- Also, hay wagons could be used for stages – we would need four wagons. Mr. Lane said he could build steps and put sides around the wagons.

The committee decided on a next meeting date of Monday, March 8, 2010 at 4:00 p.m. at Town Hall. Public is always invited.

Mr. Mendenhall adjourned the meeting at 5:02 p.m.

Submitted by:

Lynn McKinnie  
Festival Coordinator