

Monroe Vision & Revitalization Committee

October 17, 2018 at 5:30 pm

Monroe City Hall

Chair: Cindy Canter

Board Members Present: Amy Nystrom, Linda Fredericks and Carol Girard

Guests: Taylor Evans (Community Development Coordinator), Dan Sheets, and Christina Wickstein

1. **OPENING:** Call to order
The Board approved the September 2018 minutes.
2. **BOARD DECISIONS:**
The Board approved the Road closure (Kelly, Main, and Commercial) for the festival.
3. **ADVISORY GROUP REPORTS:**
 - 3.1 Organization – No meeting was held in October
 - 3.2 Promotion – * See Additional Document Below
 - 3.3 Design – Updates on the signage project; Discussion on how to boost local businesses; Discussion on potential vendors and businesses to reach out to for April Festival
 - 3.4 Economic Vitality - No meeting was held in October
4. **ADVISORY GROUP RECOMMENDATIONS:**
 - 4.1 Organization- No Recommendations.
 - 4.2 Promotion – Keep the festival simple by focusing on food/beverage, bands and vendors
 - 4.3 Design- No Recommendations.
 - 4.4 Economic Vitality – No Recommendations
5. **ANNOUNCEMENTS & CALENDAR:**
 - 5.1 **Next Board Meeting is November 14th, 2018 at 5:30 pm**

5.2 Design and Organization Advisory Group meetings will be held at the same time on Wednesday, November 14th, due to schedule conflicts with the holidays.

6. OTHER BUSINESS:

6.1 Christina's update on the popup art gallery

7. PUBLIC ITEMS and COMMENTS:

**Promotion Advisory Group Updates for Vision & Revitalization Committee Meeting
Wednesday, October 17, 2018**

Accomplishments

- Equipment rental deposit completed for festival (tent, chairs, tables, PA system) – Taylor completed on Thursday, Oct. 11
- Created a General Event Announcement for Facebook – Taylor posted it on Friday, Oct. 12
- Created Festival Vendor Information Packet which includes:
 - o Vendor Information Letter
 - o Application
 - o Liability Release Form
- Created Festival Vendor (i.e. Crafters) Invitation Email for email blast
- Sent out Festival Vendor Invitation email blast with link to Festival Vendor Information Packet – Taylor sent email blast on Friday, Oct. 12
- Created Festival Winery/Brewery Information Packet, which includes:
 - o Winery/Brewery Information Letter
 - o Application
 - o Liability Release Form
 - o Proof of Insurance (i.e. Certificate of Insurance)
- Sent out Festival Winery/Brewery Invitation email blast with link to previous mentioned Festival Winery/Brewery Information Packet – Taylor sent email blast on Monday, Oct. 15
- Reached out to Eugene Food Cart group for potential food vendors – Taylor completed Monday, Oct. 15.
- Updated V3 Vendor Flyer (provide example) to leave out at City Hall – Monday, Oct. 15
- Working with Portland company to charter a trolley for the festival – Ongoing

Updates

- The Mid-Project report for the festival grant is due at the end of October. Taylor and Promotion AG worked together to provide that timely update.

- We lost our race operator to the Eugene marathon which is going on the same weekend as the festival. Looking at alternatives to the race
- Next week Taylor and Dan will meet with Jean from Oregon Wine Marketing (located in the Monroe area). Jean would like to volunteer her services to our festival!

To Dos

- Obtain follow-up quote from trolley charter company (Dan)
- Invite local or near local breweries to festival
- Notify local Monroe businesses, including the museum, of the upcoming festival
- Look at a few local bands for the festival
- We need sponsors! Hint, hint - Perhaps a couple wineries for the trolley 😊
- We need volunteers!