

Monroe Festival Subcommittee Meeting Notes – December 8, 2021

Attendees: Mayor Dan Sheets (Co-Chair), Robin Besotes, Carri Setliff-Moffatt, Scott Miller, Rayna Waltz, Sue Shay, and Steve Martinenko (City Administrator)

Festival History: The first Monroe Festival called Vino, Vintage & Victory or V3, was on Saturday, April 27, 2019 and his event was attended by over 1,000 participants. It featured local arts, vendors with handmade crafts, music, wineries and distilleries, and a trolley with a tour guide providing the history of Monroe.

Festival Subcommittee Purpose: The role of the Monroe Festival Subcommittee is to create, plan, promote, and coordinate this event within the City of Monroe which brings together residents, community groups, and local businesses to promote neighborliness, civic spirit, and sense of community with local wineries, vendors, artists, music, kids' activities, and a trolley with a live rolling history of Monroe.

1.1 REVIEWED NOTES

- Rayna W. - Tent with cover for bands – 12 x12 and 20x20 - \$250
- Rayna W. – Talked with Brandi about using the bus barn for the festival (i.e., wine tent)
- Group Decision – Festival hours 10 a.m. to 6 p.m.:
 - 10 a.m. to 4 p.m. for vendors
 - 12 Noon to 6 p.m. for wineries
 - Food trucks all day
- Group Decision – Registration/application fees:
 - Vendors - \$30
 - Wineries - \$50
 - Food Carts/Trucks - \$100 (\$50 refundable if food vendor shows up for entire festival)

1.2 REVIEWED ACTION ITEMS/FOLLOW UP ACTION ITEMS FROM NOVEMBER MEETING

- **ACTION ITEM:** Dan S. will give Robin B. and Carri M. access to Monroe Festivals FB page
- **ACTION ITEM:** Dan S. will follow-up with UO's School of PPPM. Rayna W. will also ask around for a social media intern/volunteer.
- **ACTION ITEM:** Rayna W. will follow-up with Nate Conroy. Dan S. sent a message to Nate regarding the festival date. Nate confirmed he would be there.
- **ACTION ITEM:** Dan S. will provide list of wineries to Sue S. from 2019 and 2020 events.
- **ACTION ITEM:** Robin B. will reach out to service organizations about doing a fundraiser breakfast at the Monroe Fire House, Methodist Church, or MCC (depending on COVID)
- **ACTION ITEM:** Dan S. will work with City Administrator Steve M. to make the approved vendor applications available as "fillable" PDF documents on the City website.
- **ACTION ITEM:** Dan S. will also work with CA Steve M. to leverage the City of Monroe's Express Bill Pay system so vendors can complete applications online and pay for it too.
- **ACTION ITEM:** Dan S. will ask Stan S. and Celena W. if they can help with a free app.
- **ACTION ITEM:** Dan S. and Rayna W. will work with Destination Events (DE).
 - Here's a breakdown of the DE equipment rental fees from the 2020 festival:
 - 2 - 40X40 Frame Tents; Cost: \$1800.00
 - 6 - Clear Sidewalls, 7' x 20'; Cost: \$240.00

- 12 - Windowed Side Wall 7' x 20'; Cost: \$300.00
- 16 - Tent Weight (700 lbs.); Cost: \$400.00
- 6 - Bistro Lights; Cost: \$90.00
- 6 - Lighting Set Up Per Strand; Cost: \$90.00
- 75 - White Folding Chairs; Cost: \$112.50
- 12 - 48" Round Tables; Cost: \$95.40
- 12 - BL-Basic - White 90X90 Linen; Cost: \$90.00
- 3 - 6 Foot Banquet table; Cost: \$23.85
- 1 – Generator; Cost: \$85.00
- 2 - L.B. White Tent Heater; Cost: \$170.00
- 2 - PT-40 lbs. Propane Tank; Cost: \$90.00
- Delivery @ \$45 Each Direction; Cost: \$90.00
- **ACTION ITEM:** Dan S. will work with previous festival sponsors; Rayna W. will reach to Oregon RAIN as a sponsor.

2.0 VOLUNTEER NEEDS

- Carri M., Robin B., and Dan S. will be our festival social media volunteers
- **ACTION ITEM:** Sue S. / Rayna W. will work with OLCC permit (Deadline: January 10, 2022)
- **ACTION ITEM:** Sue S. will contact our local wineries to participate in festival.
 - Here's a breakdown of wineries who were going to participate in 2020 festival:

| WINERIES / DISTILLERIES |
|------------------------------------|
| 4 Spirits Distillery |
| Benton-Lane Winery |
| Bluebird Hill Cellars |
| Brigadoon Wine Co |
| Cardwell Hill Cellars |
| Compton Wine Cellars |
| Dragon's Vineyard and Wine Company |
| TeBri Vineyards and Lavender |
| Lumos Wine Company |
| Pfeiffer Winery |

- **ACTION ITEM:** Robin B. will reach out to food carts.
 - Here's a breakdown of the food trucks who were going to participate in the 2020 festival:

| FOOD TRUCKS | LAST NAME | FIRST NAME | EMAIL |
|-------------------------------|-----------|------------|--|
| Boss Hawgs BBQ | Hooper | Andi | tom.tandi@yahoo.com |
| Dari Mart* (Pat Straube) | Boyd | Chris | cboyd@darimart.com |
| Easy to Please Grilled Cheese | Hughes | Travis | thughes4022@gmail.com |

- **ACTION ITEM:** Dan S. will use 2020 vendor list to reach out to potential festival vendors.
- **ACTION ITEM:** Dan S. will reach out to Amy Nystrom/Long Timber Brewing Co. to be a vendor.

- **ACTION ITEM:** Rayna W. will reach out to local, inexpensive bands. Sue S. will contact the Hipbillies. Dan S. will reach out to the Caleb Davis Quintet.
- **ACTION ITEM:** Robin B. will reach out to service organizations about doing a fundraiser breakfast at the Monroe Fire House, Methodist Church, or MCC (depending on COVID)
- **ACTION ITEM:** Rayna W. will research fun kid activities including face painting, puppet play, etc. Also, see if MAA wants to have a fun kid activity during the festival. Local church bounce house?
- **ACTION ITEM:** Scott M. will find out if Oregon State Police (OSP) and Monroe Fire want to participate in the festival.
- **ACTION ITEM:** Robin B. will contact the Oregon Forestry Dept. at OSU to see if they would be like to participant in the festival.
- **ACTION ITEM:** Dan S. will ask Jenny F. (City Administrative Specialist) to reach to the Benton County Sheriff's Office and Eugene Police Department.
- **ACTION ITEM:** Dan S. will ask Jenny F. to do an inventory of existing festival supplies (wine glasses, wristbands, etc.)
- **ACTION ITEM for Everyone:** *Think about the day of the event (Sat. April 30, 2022) including volunteers to be: Alcohol Monitors, Check IDs/wristbands, help setup/tear down vendors, trash detail, and runners during the event.*
 - **ACTION ITEM:** Scott M. will ask the local MHS baseball team to volunteer
 - **HUGE THANK YOU TO KAMBRY NASH: She asked the Monroe 8th Grade Football Team to help out with the 2022 festival. This is a group of about 17 kids and 5 cheerleaders. GREAT NEWS, KAMBRY!**

3.0 NEW BUSINESS

- **Discussed activities for all festival goers**
 - Sell tickets for gift certificates/raffle contest
 - Look at a sponsor for a music tent
 - Look at a sponsor for kids' activities either in Monroe Community Center or separate tent.
 - Wineries and breweries will be in their own tent/area. Discussed asking Brandi with Crowson Bus Company about using the 'bus barn' for the wineries/breweries. Save money on renting a tent.
 - **ACTION ITEM:** Rayna W. will ask Brandi about using the 'bus barn'.
 - Look at a sponsor or two for the Trolley which will be available for shuttling people from their parked cars to the festival area as well as the Historic Tour of Monroe.
 - We've talked for a second time about axe throwing. Sounds fun, what's the liability?
 - **ACTION ITEM:** Dan S. to ask George D. if he would like to be the Trolley Tour Guide.
 - A 5K Run or Color Run. Dan S. explained that a 5K needs to be put on by a third party and its cost prohibitive. The primary reason the 2019 festival did not have a run was the cost.
 - Car club attending the festival for a cruise and/or a "Show & Shine" contest.
 - **ACTION ITEM:** Dan S. will reach to the Corvallis and Albany car clubs.
 - Barbeque Contest in Monroe. The group was very enthusiastic about this suggestion
 - **ACTION ITEM:** Scott M. will research this and talk with a contact he has that organizes a successful annual barbeque event in Lebanon.
- **Discussed festival website and event map**
 - A local vendor has offered to create a festival website and event map (online) for FREE. This map will both the event venue sites as well as local business in the Monroe and surrounding South Benton community.
 - **ACTION ITEM:** Dan S. will ask the same vendor if they can help with a free app for festival goers.

- Discussed how to handle/process alcohol transactions
 - Sue S. recommended we stick to each winery/brewery/distillery using their POS devices to collect for wine tastings, glasses, and bottles. The group agreed to proceed and make it as simple as possible the vendors and festival goers.

4.0 OLD BUSINESS

- Reviewed poll results

| What Would You Name the Festival? | Responses |
|---|-----------|
| Monroe Arts & Wine Festival | 16 |
| Monroe Art, Craft & Wine Festival | 12 |
| Monroe Makers Festival & Color Run | 6 |
| Get buzzed in Monroe | 1 |
| Life in Monroe Festival with Arts, Crafts, History and Wine | 1 |
| Monroe 'A Taste of Spring' Festival | 1 |
| Monroe 'Walking Out Of Winter' Festival | 1 |
| Monroe Breezy & Boozy Festival | 1 |
| Monroe brew, crafts, and wine fair | 1 |
| Monroe Brew, Wine, and Arts Festival | 1 |
| Monroe Celebration | 1 |
| Monroe Cheers to All Festival | 1 |
| Monroe community fest | 1 |
| Monroe Community Festival (Celebration) | 1 |
| Monroe Drinking as a Craft Festival | 1 |
| Monroe Spring Celebration | 1 |
| Monroe spring festival | 1 |
| Monroe Wine and Arts Fair | 1 |
| Monroe Wine, Brew, and Crafts Fair | 1 |
| The Long Tom River Festival | 1 |
| Wine & dine in Monroe | 1 |

- Discussed the results and the group was not terribly enthusiastic about the suggested festival names. We all agree to take a look at a condensed version of the above list and Dan S. will post it on the Facebook group. Everyone in the group will have an opportunity to review the names and make suggestions on new ones. By Friday, Dec. 17 will need to come up with a list of 4-5 new names then we can poll the community again. We need a final decision on the festival name by the end of December.
- Once a decision is made on a festival name then we can proceed with creating a new logo.
- Reviewed festival vendor, winery/brewery/distillery, and food truck
 - Group approved the applications for the 2022 festival.
 - **ACTION ITEM:** Dan S. will share the FINAL, APPROVED electronic version of these applications with the group and Sue S. so she can begin to reach to wineries.
 - **ACTION ITEM:** Dan S. will provide updated applications to City Administrator Steve M. and he will make them available as “fillable” forms on the City website including the online bill pay online option.
- Budget Reminder
 - Current budget is \$6,250 without sponsorships.

5.0 OTHER ITEMS – CURRENT LIST OF VOLUNTEERS

- Graphic arts/design volunteers: Robin B. and Carri S-M.
- Marketing/flyer/event poster volunteers: Carri S-M and Robin B.
- Website and free app: Stan S. and Celena W.
- Destination Events (i.e. rental equipment): Dan S. and Rayna W.
- Trolley Company (i.e. trolley vendor): Dan S.
- Trolley Tour Guide (i.e. contact volunteer): Dan S.
- Master of Ceremonies (i.e. contact volunteer): Dan S.
- Sponsorship volunteers: Dan S. and Scott M.
- City of Monroe & City Council Liaison: Dan S. and Jenny F.
- Kid Activities (ideas and reach out MAA): Rayna W.
- Food Trucks (i.e. contact local food trucks): Robin B.
- Wineries (i.e. contact local wineries): Sue S.
- Brewery (i.e. contact Long Timber Brewery): Dan S.
- Local Monroe student volunteers: Scott M. and Kambry N.
- What would you like to volunteer for? Let me know.

NEXT MEETING

- Wednesday, January 12, 2021 at 6 p.m. at Monroe Community Library's Meeting Room.
- This meeting will be face to face or available if Zoom. Here are the Zoom details:
 - Link: <https://zoom.us/>
 - Meeting ID: TBD
 - Passcode: TBD