

Promotion Advisory Group Meeting Minutes

February 13th, 2019

Monroe City Hall

Attendance: Pat Straube, Linda Fredericks, Dan Sheets, Dorothy Brinkerhoff, Tim De Quillettes, Rod Neswick, Amy Nystrom, Christina Wickstein, Michele Eldridge, Taylor Evans

- Overview of Agenda
- Task Check In
 - Bands
 - Two bands are confirmed: Abandoned Shoe & Fabulous Bad Cats
 - Rod: Sound man sets up the band two to three hours before the event, setting up and tearing down should only take 10 to 15 minutes
 - Will follow up with Fabulous Bad Cats
 - Tim: will be working with bands to make sure they have what they need, need to know what PA system they are supplying and what the festival is supplying – bringing their own equipment will call for more time
 - Willing to be sound manager
 - 15 to 20 minutes for sound check
 - \$1,200 (Bad Cats wants \$600 – both will get \$600)
 - 2.5-hour sessions (does not include breaks or setup/tear down)
 - Abandon Shoe needs equipment
 - Rod will talk with Fabulous Bad Cats if Abandon Shoe can use their equipment (FBC will go first then)
 - **Need to make a contract for them to sign**
 - Need a table for the bands to sell merchandise
 - Stage
 - There has been weather damage. Will cost \$75 in supplies and 4 hours in public works time
 - Artists
 - Where are we putting the artists?

- They don't want legion hall – poor lighting, isolated, etc.
- Additional lighting in legion hall – renting lighting from destination events (using money from getting rid of PA System)
 - Will there be enough power for legion hall and outside festival area
- Artists attend 6 without additional lighting, 12 with lighting, Rod bringing 9 additional artists
- Emcee
 - David Bondurant
 - Coming to next week's meeting
- Trolley
 - Chuck Cook as trolley narrator
 - Dan is working on a map and a trolley route
- Vendors
 - **Taylor will send out a final list of vendors**
 - Final 20 vendors set
 - Facebook announcement on application process closed
 - Food Trucks
 - The Dipper (sandwiches) & Cowgirl Cookin' (TexMex)
 - Tim will reach out to Australian Pies
 - Dorothy will talk to boss hogs
 - Michele will connect Taylor with McKenzie Catering
 - Pat & Taylor have Dairy mart to supply cheese
 - OSU possibly provide a cheese table (Linda will contact them)
 - Wineries
 - We cannot do glassware
 - **Talk with glassware vendor if she would be willing to sell festival wine glasses**
- Volunteers
 - JC Police and Fire Department
 - **Follow up with Taylor & Kathy**
 - **Need Volunteer Coordinator**

- Possibility of paying high school students to volunteer (donate to sports team) – see the positions available
 - Volunteer waiver
 - **Taylor needs to look into City policies regarding volunteers**
- Signage
 - Evelyn has sandwich boards & Monroe Festival boards
 - Posters featuring wineries
 - New postcards
 - Handicap signage, no outside beverages, signs for bathrooms, etc.
 - **Who will oversee this??**
- Spacing
 - Seating to PA to the rest of the festival
- Parking
 - See map with ovals
 - **Rick will talk with Wilber Ellis**
 - We need to look into ADA parking and seeing if we can use the land next to dollar general for additional parking, parking lot attendant
 - **Taylor talking with Bus Company for food truck parking**
- Sponsorship
 - Amy and Pat will talk
 - Using the money to pay for volunteers
 - Ask Letter
 - Dan will talk to Bi Mart
 - Need to pay \$1000.00 for trolley advertisement
- Library doing family friendly activities
 - Taylor is meeting with them next week
- Next Week's Meeting
 - Dan is leading meeting and Taylor will get stuff prepped