

**EVENTS COMMITTEE MEETING  
AUGUST 16, 2011 – 5:00 P.M.**

Chairman Logan called the meeting to order at 5:00 p.m. Committee members present: Scott Logan, Lori Moller, Wanda Marzahl, Mark Lancaster and Jay Schulz. Members Bill Clow, Darrell Perkins, Barb Rowe and Mike Vest were absent. Also present were Chief Kazy-Garey, Tammy Herrera, Kathy Robson, June Vickery and Joe Miller.

**AUDIENCE PARTICIPATION: NONE**

**MINUTES OF JULY 19, 2011 – APPROVED**

Moved by Mark Lancaster, seconded by Wanda Marzahl to approve the Events Committee Meeting Minutes of July 19<sup>th</sup>, 2011, correcting the time of adjournment. All ayes. Motion carried.

**TREASURER'S REPORT**

Moved by Lori Moller, seconded by Jay Schulz to approve the Treasurer's Report correcting the A/R for Mercy Health Systems to \$1,800 for movie night sponsorship. All ayes. Motion carried.

Total cash after expenses from the rodeo are \$7,813.11 to be split with the Chamber. There are still several pending payments which have not been received.

**EVENTS COMMITTEE APPOINTMENT**

Tammy Herrera addressed the Committee and expressed her desire to be a part of the Events Committee. Moved by Jay Schulz, seconded by Lori Moller to recommend to the City Council that Tammy Herrera be appointed to the Events Committee. All ayes. Motion carried.

**TRI-COUNTY PRO RODEO REVIEW/COMMENTS**

The Committee reviewed the Tri-County Pro Rodeo with the following comments:

- Scott noted that there will be a joint meeting with the Chamber of Commerce in the next couple of weeks.
- Ticket sales were not what we anticipated. Bleacher capacity was estimated at 1,400 persons but the actual numbers for Saturday were about 850 not including kids 5 and under; Jay estimated about 200 kids came through. Sunday's attendance was lower.
- Jay recommended having one side of the table for tickets/stamps and the other side someone to check stamps for individuals who have already come in and been stamped.
- Fence off the entire area and move the ticket trailer near the parking lot.
- Cover up the "ride" lettering on the ticket trailer.
- Need more volunteers who should be assigned duties, not allowed to pick them. Had plenty of help at the beer tent, but other areas needed more help.
- Have the volunteer list/schedule posted at the beer tent and another area. Beer tent seemed to be the focus for most volunteers as it was the most visible area to find coordinators.
- Need more volunteers the day before and the day after.
- Individual subcommittees should have a chairman and be given a budget and direction, and then allowed to handle their duties. The full committee should not have to approve all decisions. Jay suggested we have an Events Committee member who is our representative to the rodeo who can provide updates to the committee. Chairman Logan also related that Dave Nelson has volunteered to be the chairman for the event next year.
- Promote vendors prior to the rodeo so people come out early.
- Make it more clear that discounted ticket sales end at a certain day/time and advertising that tickets can be purchased at the event/gate.
- Have a band or concert before the rodeo and again after. Does not have to be the same band but could be. Do not try to have band in the arena; the logistics caused too much of a delay. Have performance on some area of the grassy park so they can start the minute the rodeo is over. Keep such a performance near the beer concession.
- Primary coordinators and/or committee chairs must have a radio and listen for calls.
- Need fewer Police Officers on site. Chief Kazy-Garey indicated that if we proceed again next year, he would assign fewer officers on Saturday and he didn't see any reason to man it on Sunday.
- Change from Saturday/Sunday to Friday/Saturday with the rodeo on Friday at 7 p.m. followed by the band and gearing Saturday towards families with the kids program in the afternoon with the rodeo itself starting at 5:30 or 6. Need activities between the Kid's Program and start of the rodeo. Maybe get a bouncy house, pony rides and local entertainment just for Saturday.

- City costs incurred: Police Dept. - \$4,723.04, Parks - \$2,651 and Public Works – 70 man hours. Chairman Logan reported that Mayor Nolan would support the event should we determine to do it again, although he himself would not be there the entire weekend.
- Mayor Nolan and Alderman Perkins are working on the possibility of getting three sections of permanent bleachers for free that have been dismantled and are ready to be picked up.
- Based on final figures for cost of drinks, we should eliminate Corona (cost \$2.25 ea) and raise the price on Mike's (cost \$1.34 ea).
- Worked well to have the prisoner's crew for cleanup on the Monday after the rodeo.
- Should have had the radio demo much earlier to allow time to make changes if needed.
- Vendor area: increase distance between barn and vendors so as to maintain an alley between the barn and vendors for vehicles, better contact with vendors prior to event to confirm space and electrical requirements. Charge more to vendors who cannot use standard plug and have be hardwired. Also charge vendors for overnight accommodations. Vendors don't need to be set up as early; maybe a couple hours before start of rodeo. Need to be able to control water for horses. Riders used the food grade hose to spray down their horses.
- Look into having a water line run to the barn.
- Very few people entered from the east entrance but Chief Kazy-Garey advised that we continue to man both entrances. Also suggested using the east entrance as the contestant and free pass gate and have the list of contestants and committee members available. People that had parking passes would have to use the east entrance. The west entrance would be strictly for paid parking.
- We ended up giving most of the souvenir programs away. Either charge less or not at all and promote as part of our sponsorship that we will print a certain amount (1000) to be given away with advertising to pay for the cost of printing. Have Terri handle the souvenir program including the payment of ad space and then submitting payment to the City for whatever split is determined.
- Have a meeting with other organizations about a permanent arena.
- Have a two-day pass available for the rodeo.
- As a thank you, volunteers who work an eight hour shift one day should get a ticket to the rodeo the next day or they could pay for the ticket in advance and get reimbursed if they work one day.

### **COMMUNITY MOVIE NIGHT**

Jay Schulz updated the Committee on Movie Night:

- There will be nine movie nights – August thru November and January thru May.
- Jay reported that he compared revenue/expenses for movie night and noted that the Events Committee has cleared about \$3,2000 since it was started and proposed that we work towards using some of the proceeds to have a movie as part of National Night Out at the pool or in the park. After further discussion, Jay was directed to prepare a proposal to present to the committee.
- August 27<sup>th</sup> movie will be *Rango* and the September movie to be *Rio*, date to be determined. Wanda noted that the Milk Day Sock Hop is on September 17<sup>th</sup>.
- Moved by Scott Logan, seconded by Lori Moller to approve Jay's proposal for Harvard Community Radio to take over the concessions for movie night with the proceeds to go towards a scholarship. All ayes. Motion carried.

### **FALL FAMILY FESTIVAL**

Tammy Herrera and Kathy Robson reviewed their written report outlining the preliminary planning for a Fall Family Festival to be held on Saturday, October 15<sup>th</sup>, 2011 from 8 a.m. – 3 p.m.

- They already have a list of volunteers and planned activities including a window decorating contest, scarecrow decorating contest, face painting, pumpkin carving, petting zoo, bounce house, hay rides, greased pig catching contest, sidewalk chalk art contest using the parking stalls, face painting, balloon art, pie bake off contest, apple bobbing, guess the weight of the pumpkin, corn crib play, pedal tractor contest, demonstrations and entertainment.
- Capitalize on businesses that are already open to offer some kind of coupon sheet for local restaurants.
- Crafters/Vendor Booth spaces (\$15 per stall) could be charged to help cover cost of advertising. Request waiver of Outdoor Market Permit Fee. Tammy inquired about requiring vendors to charge sales tax. Vendors are required to report sales tax and Special Event Forms can be obtained from the Department of Revenue.
- Funding would be needed for prizes and advertising.
- Close Ayer Street from Front St. to Sumner St. Other locations suggested were Front St. from Ayer to Johnson St., Ayer St. from the tracks up to Brainard St. and/or West Brainard St.
- Orrin Kinney has volunteered use of the Starline Building in the event of inclement weather.
- A request letter would need to be sent to Milk Day for use of their stage.

- There was discussion about tapping into the downtown sound system. Chairman Logan noted there is a wireless mike that ties into the sound system but it doesn't reach to Front St. nor would the wireless mike itself be sufficient to amplify the entertainment on stage. Other suggestions were to contact John Schneider at Bopp's who has a sound system or Dave Jack, Pro Tech Sound System out of Woodstock who handles Milk Day's sound requirements.

Moved by Wanda Marzahl, seconded by Mark Lancaster to approve a ½ page ad in the Harvard Main to advertise the Fall Family Festival at a cost of \$351.00. All ayes. Motion carried.

Moved by Scott Logan, seconded by Wanda Marzahl to approve the expenditure of \$200 for prizes and to recommend to the City Council that the Outdoor Market Permit fee be waived for vendors for the event and to close Ayer Street from Front to Sumner St. All ayes. Motion carried. Tammy was asked to contact businesses that might be affected to get their input and have a member of their committee report at the City Council Meeting on Tuesday, August 23<sup>rd</sup>.

**OTHER EVENTS**

June inquired whether or not the Events Committee had discussed moving Santa's Gift Shoppe to the Starline Building so everything could be in the same location. Chairman Logan noted that it had not been discussed yet; Christmas in Harvard will be on the next Events Committee Agenda.

At 6:20 p.m., moved by Wanda Marzahl, seconded by Mark Lancaster to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary