

**EVENTS COMMITTEE MEETING
JOINT MEETING CHAMBER OF COMMERCE
MARCH 1, 2011 – 5:00 P.M.**

Chairman Logan called the meeting to order at 5:00 p.m. Committee members present: Scott Logan, Lori Moller, Bill Clow, Mark Lancaster, Darrell Perkins, Barb Rowe and Jay Schulz. Members Wanda Marzahl and Mike Vest were absent. Also present were Mayor Nolan, Chuck Marzahl, Chief Kazy-Garey, Bob Burkart, Andy Wells, Crystal Musgrove, Ericka Bluhm, Vicki Schulz, Mark Castiglioni, Jim Olson and Reggie Logan.

TRI COUNTY PRO RODEO JULY 30-31, 2011 - SUB-COMMITTEE REPORTS

Sponsors (Crystal Musgrove, Wanda Marzahl, Mark Lancaster)

Sponsorship levels:

Presenting Sponsor (1 @ \$5,000) – Harvard Chevy-Buick-GMC

Grand Champion (1 @ \$3,500) – Mercy Health System

Performance (2 @ \$2,500) – Behr Recycling

Event Partners (7 @ \$1,000) – Kristen's K-9 Cuts, Hometown Landscaping

Chute Gate (6 @ \$750) – Adams Collision, Harvard Ford, Logan Actuator

Kids (2 @ \$500) -

Other interested sponsors are New Balance, US Army, Sign Crafters and Lamonica Beverages.

Liquor (Mayor Nolan, Darrel Perkins, Ericka Bluhm, Scott Logan, Andy Wells, Chief Kazy-Garey, Mark Lancaster, Greg Bontz)

Crystal asked the Liquor Committee to consider allowing cans instead of draft beer. Behr Recycling is a sponsor and has agreed to give us more than market value for aluminum for recycling cans if we would recycle. They will bring out their containers which have their name on them. Crystal did not think they would use additional vendor space, so this would be a way we can help promote them as a sponsor. After discussion, the consensus was to change from draft to cans and allow other vendors to sell pop in cans.

Vendors (Lori Moller, Sandy Nolan, Chuck Marzahl, Vicki Schulz, Scott Logan, Jay Schulz)

- The Committee is working on the vendor letter and contract. Spaces are 10 x 10 at a cost of \$200. Each vendor will be required to supply their own tables, chairs, etc.
- There was discussion on whether or not to provide some kind of minimum security Saturday evening for vendors. Crossing guards could be utilized for split shifts from 10 p.m. until noon the next day. ; if they want security, we would have to raise the cost of the vendor space to \$250. The consensus was to leave the cost at \$200 with vendors responsible for their own space.
- At Crystal's inquiry, Scott noted that he and Mark were looking to use the space between the pavilion and the barn for food vendors and space to the south of the pavilion for the other exhibitors. There was discussion about putting them all together so they all got exposure.

Grounds (Scott Logan-Chair, Darrell Perkins, Mark Lancaster, Mayor Nolan, Bob Burkart, Chief Kazy Garey)

Scott passed out the new grounds layout with the arena located to the west of the dairy barn. The Mayor inquired if we tilled up the area for the rodeo if Milk Days would consider using the arena for the horse show and sharing expenses. Bob had previously suggested using an area on the other side of the park but felt that the new layout was definitely usable. Darrel Perkins recommended that we use the area to the west of the dairy barn because it isn't planned for any future expansion and suggested an alternative would be to bring in fill instead of tilling it up. The south area would work well for display exhibits such as Chevy. The consensus was to proceed with the area that is laid out to the west of the dairy barn. The arena can be adjusted either to the north or south once we find out from Lenora what space is required for the chutes.

Designer Team (Bill Clow, Ericka Bluhm, John Trione)

Kids Program (Bill Clow, Scott Striegel, Ericka Bluhm)

Advertising (Crystal Musgrove, Scott Logan, Mark Lancaster (Jay Schulz will help to coordinate))

- Crystal has scheduled a meeting with Maverick Media for Thurs., March 3rd at 11 a.m.
- Scott passed around a copy of what the rodeo website looks like and reported that he is putting sponsor logos on the website.

- Crystal reported that she received an e-mail from Jim at Sign Crafters. There wasn't a big break on banners which normally cost \$110. He will charge \$100 to redo the banners because it takes about an hour to take everything off and redo them. There wouldn't be a charge to strip the corrugated signs that we used for Pork for the Pantry. Jim is considering being a Kids Sponsor.

Dance (Mark Lancaster-Chairman)

Tickets (Barb Rowe and Judy Zeien)

Parking (Jim Olson, Joe Miller, Dr. Crosby, Crystal Musgrove, Bob Burkart)

Treasurer (Vicki Schulz, Lori Moller)

Expense/Budget report attached. Under revenue, the souvenir programs are listed at \$500 which reflects 500 programs at \$1 ea. The Mayor suggested that we sell the programs at \$3-\$5 ea.

Miscellaneous

- Crystal will schedule a meeting with Lenora and suggested perhaps one person from each committee to attend.
- Bravehearts Disabled Vets called to do a presentation of colors with a goodwill donation. Crystal said that Lenora has asked Bravehearts to do the presentation at other rodeos.

At 6:10 p.m., moved by Jay Schulz, seconded by Bill Clow to adjourn the meeting. All ayes. Motion carried.

The next meeting is Tuesday, April 5, 2011 @ 5 p.m.

Submitted by:
Lori Moller, Secretary