

**EVENTS COMMITTEE MEETING  
MARCH 15, 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, Barb Rowe and Mike Vest. Members Bill Clow, Darrell Perkins and Jay Schulz were absent. Also present were June Vickery, Tammy Herrera, Crystal Musgrove, Reggie Logan, Karen Sutera and Greg Bontz.

**AUDIENCE PARTICIPATION: NONE**

**MINUTES OF FEBRUARY 15<sup>th</sup>, FEBRUARY 22<sup>nd</sup>, MARCH 1<sup>st</sup>, 2011 – APPROVED**

Moved by Barb Rowe, seconded by Mike Vest to approve the Events Committee Meeting Minutes of February 15<sup>th</sup>, February 22<sup>nd</sup> and March 1<sup>st</sup>, 2011, as presented. All ayes. Motion carried.

**TREASURER'S REPORT - APPROVED**

Moved by Lori Moller, seconded by Barb Rowe to approve the Treasurer's Report as presented with an ending balance of \$508.28. All ayes. Motion carried.

**TAMMY HERRERA/FARMER'S MARKET**

The Committee reviewed the Harvard Farmers Market's request which will be presented to the City Council at their meeting on March 22<sup>nd</sup>, 2011. At Chairman Logan's inquiry, Tammy Herrera stated that she has contacted all the business owners that would be affected by the market and all are in favor of the event. They have twenty applications out with five committed vendors to date. Crystal noted that she referred Laura Graziano from the Ark to Tammy as she had expressed interest in renting a kitchen so she can prepare her goods for the market. Moved by Wanda Marzahl, seconded by Lori Moller to recommend to the City Council approval of the request as presented:

1. Waiver from Section 21.07, Outdoor Markets for the vendors at the Harvard Farmer's Market. The market will be held every Saturday from 9 a.m. to 1 p.m. beginning May 7<sup>th</sup> thru October 29<sup>th</sup> (excluding Milk Day weekend).
2. Use of sidewalks on the corner of Ayer St. and Front St. to set up and hold the market.
3. Block off the east side parking spots of Ayer St. in front of Roaches Hardware building and on the south side parking spots of Front St. in front of Bopp's Tavern. Depending on the number of vendors, the market would extend west on Front St. towards the water tower and north on Ayer St. If the market has enough committed vendors requiring the market to extend, they would request use of one parking spot per vendor blocked off in front of the Hub Lounge, Town & Country Restaurant and Friends Country Market.

All ayes. Motion carried.

**COMMUNITY MOVIE NIGHT**

Chairman Logan reported on Jay's recommendation that the next movie night be held on April 16<sup>th</sup>, 2011, showing *Tangled* at Jefferson School, 7 p.m. The general consensus was to proceed with Jay's recommendation. Flyers will be prepared and distributed to the schools.

Chairman Logan will send a letter to the school reference the amps not working properly to inquire when the issue will be resolved.

**EASTER EGG HUNT/VISIT WITH THE BUNNY – APRIL 16<sup>th</sup>, 2011**

Crystal updated the Committee on the status of the event:

- Most of the candy and toys have been purchased. Wal-Mart will be listed as a sponsor if they donate candy.
- Angelo's Pizza is a sponsor and has donated \$200. Wanda reported that she has left messages with Bob Kerton, Chemung Country Store to see if he would be interested in sponsoring the event but he hasn't returned her call yet. Agija, Kelley's Restaurant has donated the brown paper bags and Twin Garden Farms will let us borrow their crates to hold the bags. Darrell is checking with Walgreens on donations.
- The conference room at City Hall will be set up for people to come in and stuff eggs as they have time to do so on Thursday, April 7<sup>th</sup> & Friday, April 8<sup>th</sup>. Set up at the library will be the Friday before the event at 6 p.m. Crystal indicated she will need volunteers the day of the event, but probably not as many as last year. Volunteers from AmeriCorps may be available to help.
- The signs that we had last year aren't date specific so we don't need any changes.
- Jay has reserved a half page ad in the Harvard Main Line at a cost of \$351, which is the same as last year with free color. A two sided flyer for the Easter Egg Hunt/Visit with the Bunny and April Movie Night will be distributed to the schools after spring break.

## **TRI COUNTY PRO RODEO JULY 30-31, 2011**

Crystal and Mark updated the Committee on the rodeo:

- **Partnerships**
  - Presenting \$5,000 - Harvard Chevy-Buick-GMC
  - Grand Champion \$3,500 – Mercy Health System
  - Performance \$2,500 – Behr Recycling (1 partnership left) Crystal and Lori met with representatives from the US Army who indicated they would get back with Crystal in 7-10 days.
  - Event \$1,000 – Kristen’s K-9 Cuts and Hometown Landscaping (5 partnerships left)
  - Chute Gate \$750 – Adam’s Collision, Harvard Ford, Logan Actuator and Sign Crafters (2 partnerships left)
  - Kids \$500 – (2 sponsorships available) Castle Bank may be interested in being a Kid’s sponsor.
- There will be kick-off for the rodeo and open house at Harvard Chevy on June 11<sup>th</sup>.
- A media partnership was created with a value of over \$2,000, with the rodeo spending \$1,000. The Rodeo Advertising Committee is working with three different radio stations: Cumulus Radio, Maverick Media and Star 105.5. No decisions have been made yet. The committee listened to a 60 second radio spot presented by Maverick Media. Other suggestions were Charter Communications and WIFR 23. Twin Garden Farms will mention in their advertising that their corn will be available at the rodeo.
- The Grounds Committee met with the Milk Days Horse Show Committee who is in favor of having the horse show at the same location as the rodeo and is willing to share expenses. They were also open to the idea of working towards a permanent arena either at the current site or a different location.
- Discussed advance ticket locations with the following suggestions: Chamber, City Hall, Adam’s Collision, New Balance, Sign Crafters, Farm & Fleet, Joe’s Place, The Grove and Bravo Pizza in Poplar Grove and the local banks. Being an advance ticket locations is a benefit of sponsorship so we need to be mindful of using sponsors first and maybe using businesses that aren’t sponsors the last couple weeks before the rodeo.
- Tickets are good for either Saturday or Sunday, so we will need to come up with a way of counting people to ensure that we don’t oversell a performance. One suggestion was to use perforated tickets and/or a click counter. Mike noted there might also be kids who want their ticket autographed. Crystal will have John Trione, Harvard Main Line update their quote on tickets/programs to include perforated stub-type tickets.
- There was discussion on using other sign companies in addition to Sign Crafters who is a sponsor. Chairman Logan hasn’t done a lot of investigation but reported on prices from Vista Print for banners/signs. An 8’ x 2½’ banner is \$36.73 plus shipping which is less expensive than Sign Crafters. There was discussion on what partnership levels we need to provide banners for and which levels provide their own banner which we will put up. Scott will further research prices at other sign companies.
- Discussed traffic control beyond parking when the rodeo is over.
- Bravehearts would like their disabled vets to do the color guard for one of the performances. If the Army sponsors, they would also like to do a color guard. Regardless of whether or not the Army is a sponsor, Crystal felt we should acknowledge servicemen at both performances.

There will be a meeting on Friday, March 18<sup>th</sup>, 2011, at 11 a.m. with Lenora from Big Hat Rodeo at the old City Hall. All members do not have to attend.

The next joint meeting is Tuesday, April 5<sup>th</sup> at 5 p.m. at the old City Hall.

At 5:55 p.m., moved by Wanda Marzahl, seconded by Mark Barb Rowe to adjourn the meeting. All ayes. Motion carried.

Submitted by:  
Lori Moller, Secretary