

# Meeting Agenda/Summary Template

## Cayce Event Planning Committee

<b>Subject</b>	Event Planning Committee	<b>Date/Time</b>	June 11, 2015 at 5:30 PM		
<b>Location</b>	Cayce City Hall – Council Chambers				
<b>Attendees</b>					
<b>Event committee</b>	<b>Y/N</b>	<b>GUEST SPEAKERS</b>	<b>Y/N</b>	<b>City Staff</b>	<b>Y/N</b>
Mr. Danny Creamer	Y	Ms. Sheila Starkey	Y	Ms. Kara Carmine	Y
Ms. Rachel Scurry	Y			Ms. Mendy Corder	Y
Ms. Cindy Pedersen	Y			Mr. James Denny	N
Mr. Dave Capps	Y				
Ms. Kimberly Christ	Y				
Ms. Brenda Cole	Y				
Ms. Ellen Mancke	Y				
Dr. Jason Munsell	N				
Ms. Frankie Newman	N				

### MINUTES

No	Motion	First/Second	References/handouts/notes
1.	Call to Order	Mr. Danny Creamer, Chair	
2.	Approval of minutes of May 2015 meeting	Ms. Rachel Scurry - Motion <hr/> Ms. Kim Christ second	May minutes approved.
3.	Chairman Danny Creamer		Mr. Creamer introduced Ms. Sheila Starkey. Ms. Starkey works for the River Alliance and with Mr. John Banks. The committee is pleased to have the experience, network/connections and assistance that Ms. Starkey will bring to our CBF and our meetings.

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4.	Social Media		<p>Ms. Starkey and Ms. Carmine will be the Administrators for our social media pages. Dr. Jason Munsell and Ashley Hunter will be the Editors.</p> <p>The Committee agreed that all future domains will be the property of the City of Cayce.</p>
5.	<p>Carols Along the Riverwalk (CAR) December 4, 2015</p>	<p>Mr. Dave Capps made a motion for \$5,000 H-Tax request.</p> <p>Ms. Cindy Pedersen made a motion to amend the request to \$3,000</p> <p>Second by Ms. Rachel Scurry.</p> <p>Motion carried unanimously</p>	<p>After much discussion the Committee agreed to the following issues with respect to CAR:</p> <ul style="list-style-type: none"> <li>• Venue will remain at N Ave Entrance of Riverwalk Park</li> <li>• A request for \$3,000 in Hospitality Tax Funds for CAR only</li> <li>• Ms. Corder suggested and the Committee agreed to a one time use of fliers on the trash roll carts to advertise CAR.</li> <li>• With local and other advertising, a larger crowd is expected.</li> <li>• The Trolley is reserved to help with parking/safety.</li> <li>• A maximum of 8 musical groups was suggested.</li> <li>• Groups will not be allowed to put out donation jars to raise funds.</li> <li>• An Event Greeter, perhaps in Top Hat and Tails, is needed.</li> <li>• More decorations and a tree are needed for the pavilion.</li> <li>• More refreshments are needed for a larger crowd.</li> <li>• Aprons are needed for those serving the drinks and cookies.</li> <li>• Mr. Denny reminded the group that we still have the spot lights for the parking lot and that his team would have as much ready as possible for the Committee on December 4.</li> <li>• Committee agreed that all decoration will be removed from the pavilion after the event ends.</li> </ul>
6.	<p>Congaree Bluegrass Festival October 3 and 4, 2015</p>		<p>Please see itemization of discussion points below.</p>

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Discussion /Decision Points with John Banks		
No	Action Item	Decision
A.	Logo	The Committee was very pleased with the new CBF logo which was designed by Genesis. Ms. Cole made the motion to adopt the new logo and leave any alterations deemed necessary to the discretion of City Staff. Ms. Mancke seconded the motion. The vote carried unanimously.
B.	Location	<p>Several options were discussed:</p> <ul style="list-style-type: none"> <li>• Granby Gardens Park which is feared to be too small for the crowd expected with the additional advertising funds;</li> <li>• The Brickworks is not available;</li> <li>• Columbia Speedway is available at no charge.</li> </ul> <p>Columbia Speedway was chosen. Parking spaces for 3,500 vehicles will allow for greater ease of access for fans/guests. The area is large enough for more of a festival atmosphere with more activities for families. The space will accommodate several large tents for shade and in case of rain or extreme heat.</p>
C.	Admission fees	<p>The Committee discussion concerned the idea that a minimal admission fee adds value to an event. Ms. Corder will ask if Council approval is required and Ms. Carmine will research the costs of fencing, on-line sales, etc.</p> <p>Ms. Cole thought it was too late to charge an admission for this year.</p> <p>The Committee unanimously agreed upon the decision to charge \$5 per adult; children under 12 will have free admission if accompanied by an adult.</p>
D.	Exhibitor fees	<p>The Committee unanimously agreed that Exhibitors should not be charged a vendor fee.</p> <p>Examples: Blacksmith, Boots, Quilting, Leather works, and Instrument clinics</p>
E.	Event Schedule/Expansion	The Committee agreed to try a two-day event with the larger festival on Saturday and a Gospel event on Sunday. Sunday's event will be free to the public with no alcohol sales. The motion was made by Ms. Cole with the second by Ms. Scurry.
F.	Alcohol sales	<p>The Committee had a very thoughtful and thorough discussion regarding alcohol sales.</p> <p>The Committee arrived at the following compromise.</p> <p>Alcohol will be served and consumed only in the "Beer Garden tent." This tent will include TVs for watching the college football games. Adults under 21 years of age nor children will not be allowed in the Beer Garden/Tent.</p>

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		<p>A company that has the experience in checking IDs and serving alcohol will carry the insurance costs. That company will sell the beer and wine for 100% of the profits.</p> <p>Ms. Pedersen suggested asking a local brewer to make a special craft beer for the CBF noting it would be special and a higher cost will reduce excess consumption.</p> <p>Alcohol will not be served at the Sunday event.</p> <p>The motion to sell beer and wine as described above was made by Ms. Pedersen with a second by Mr. Capps. The motion was approved by a majority of the Committee. However, two committee members opposed the motion and one member abstained.</p>
G.	Marketing	<p>1. All agreed that the magnets on the “Free Times” was a good idea.</p> <p>2. Billboard placement was discussed.</p>
H.	Children’s area	An expanded children’s area will be included this year and staffed by paid workers.
Action Items		
No.	Action Item	Owner/Target Completion Date
1.	Prepare Marketing Plan, logo revision etc.	Mr. John Banks

**Next Meeting: Thursday, July 16, 2015 at 5:30pm**