

**MINUTES OF EVENTS COMMITTEE  
CITY OF CAYCE  
Cayce Historical Museum  
February 11, 2016**

**Present:** Dave Capps, Kimberly Christ, Brenda Cole, Danny Creamer, Jason Munsell, Frankie Newman, Amy Roper, and Rachel Scurry

**Absent, Excused:** Cindy Pedersen

**City Representatives Present:** Mendy Corder and Kara Carmine

Chairperson Danny Creamer called the meeting to order.

The minutes of the January 14, 2016 meeting were reviewed and approved as written.

With a motion by Dr. Munsell, second by Mr. Capps, and unanimous vote of Committee members, the Committee recommended that Council reappoint Cindy Pedersen for another two-year term.

The Committee now has one open position.

Ms. Cole recommended that the Committee send Ellen Mancke a letter thanking her for her devoted service to the Committee.

### **Christmas in Cayce**

At their Special Council Meeting on January 20, 2016, Council approved Hospitality Tax of \$13,000 for Christmas in Cayce (\$10,000 for lighting/decorations and \$3000 for Carols along the Riverwalk).

Mr. Creamer reviewed the City Attorney's e-mail concerning displays. Dr. Munsell had forwarded the Committee an article about other cities and their celebrations.

Ms. Christ discussed marketing and seeking corporate sponsors for displays. She and Ms. Roper will draft a letter for discussion at the March meeting. Rebranding may present opportunities for engaging residents and businesses in this community event. We are seeking to be more inclusive and more inviting to people who live and work in Cayce.

Cayce Shines and Cayce's Celebration of Light were two rebranding options mentioned.

## **New Display for the Holiday Season**

With a motion by Ms. Scurry, second by Dr. Munsell, and unanimous vote of Committee members, the Committee tabled the discussion on the New Display for the Holiday Season until the March meeting. City representatives may be able to schedule the meeting at the Cayce Tennis and Fitness Center so that the Committee may review websites and narrow our choices.

## **Guided Nature Tours, Saturday, May 7, 2016**

Dr. Mancke will be leading tours from the Timmerman Trail at 10 am and 1 pm. Ms. Christ and Mr. Capps volunteered to assist with the morning session. Ms Pedersen and Mr. Capps are scheduled to assist with the afternoon session. Other Committee members may also attend. Ms. Carmine will inventory the give-aways remaining from last year and reorder as needed.

## **Congaree Bluegrass Festival, Saturday, October 1, and Sunday, October 2, 2016**

At their Special Council Meeting on January 20, 2016, Council approved Hospitality Tax of \$30,000 for Congaree Bluegrass Festival.

Groups booked for Saturday are as follow:

- Doyle Lawson and Quicksilver
- Edgar Laudermilk Band
- Steve Wilson Bandjo Co.
- Slope Valley

Group booked for Sunday is The Thomas Family. At least one and possibly two additional groups will be booked for Sunday afternoon.

The line-up may include cloggers and a couple of smaller non-paid groups. Steve Wilson is also presenting a banjo exhibition and workshop during the weekend.

As discussed at our January meeting, a contract has been extended to Mr. John Banks as festival consultant and coordinator for services at a fee of \$3,400. In addition, a contract has been extended to Ms. Sheila Starkey for social media services at a fee of \$1,000.

In mid-March, Ms. Starkey and Ms. Carmine will begin posting CBF teasers on social media. Ms. Starkey will update our Committee at the March meeting.

### **Accommodations Tax Requests**

Following a roundtable discussion, the Committee members recommended that we request A-tax funding as follows:

- Congaree Bluegrass Festival, \$20,000
- Christmas in Cayce, \$10,000
- Guided Nature Tours, \$500

### **Organizing a Family Event**

As discussed at the January meeting, Mr. Creamer recommended that the Committee organize a family-oriented festival in conjunction with the 2017 Guided Nature Tours. At the March meeting, the Committee will discuss this "Celebrating Families" event further.

There being no further business, the meeting was adjourned.

Respectfully submitted,

*Rachel R. Scurry*