

**MINUTES OF EVENTS COMMITTEE**  
**City of Cayce**

<b>Subject</b>	Events Committee	<b>Date/Time</b>	May 14, 2015 at 5:45 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	Mr. John Banks	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	Y				
Ms. Frankie Newman	N				

<b>MINUTES</b>			
<b>No.</b>	<b>Motion</b>	<b>First/Second</b>	<b>References/handouts/notes</b>
1.	Call to Order	Mr. Danny Creamer, Chair	
2.	Approval of minutes of revised March 2015 and April 2015 meetings	Ms. Brenda Cole– Motion Ms. Rachel Scurry- second	Revised March and April minutes approved.
	Mendy Corder reported that the Arthritis Foundation Jingle Bell Run wanted to work with the Committee’s Carols Along the Riverwalk	The Committee collectively decided to deny the request so as not to set precedence.	
3.	Congaree Bluegrass Festival (CBF) 2015 a. Media /Festival Consultant John Banks	Kara Carmine, Mendy Corder	City staffers Ms. Kara Carmine and Ms. Mendy Corder reiterated their thoughts that City Council would be expecting more from CBF as a result of the Hospitality Funding. Ms. Kara Carmine and Ms. Mendy Corder reported that they had met with 3 possible consultants. None of the other candidates could bring the heart and passion that the staff and committee feel John Banks brings to the CBF.  See discussion notes with John Banks below.

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	b. Update on Committee Member's Assignments	Committee	Ms. Brenda Cole reported that the Vendor Committee had no report. She will wait to work with John Banks once committee has agreed on a location for the festival. Other members are waiting on the Sponsor and Vendor Brochures to begin recruiting sponsors and vendors.
	c. Subcommittee updates	Subcommittees	Ms. Julie Isom is unwilling to sell the website domain.
4.	Discussion of meeting time change to 5:30	Rachel Scurry - motion, Ellen Mancke - second	A motion to change the by-laws of the Events Committee to change the starting time from 5:45 to 5:30. A second to the motion was made and the motion carried effective June 11, 2015.
5.	Spring guided Nature Tour – Discussion of Assignments	Ms. Ellen Mancke, Ms. Kim Christ, Mr. Dave Capps, Ms. Kara Carmine,	The Guided Nature Tours are scheduled for Saturday, May 16. Ms. Carmine reviewed the volunteer list.
	Carols Along the Riverwalk (CAR) -- Trolley	Ms. Mendy Corder	Announced that the trolley was booked for the CAR event, which will still be held at N Ave this year.
	July meeting	Committee	Decided to hold a July meeting on Thursday, July 16, 5:30 pm.
	Adjournment		Dr. Jason Munsell made the motion to adjourn with a second by Ms. Ellen Mancke.

Discussion /Decision Points wrt John Banks		
No.	Action Item	Decision
1.	Location	Options discussed were Granby Park, the Brickworks and Columbia Speedway. Columbia Speedway
2.	Admission fees	The Committee discussion concerned the idea that a minimal admission fee adds value to an event. Mendy Corder will ask if Council approval is required and the costs of fencing, on-line sales, etc. Ms. Brenda Cole thought it was too late to charge an admission for this year.

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		Decision was to charge \$5 per adult, children under 12 have free admission, (if accompanied by an adult)
3.	Exhibitor fees	Exhibitors should not be charged a vendor fee. Examples: Blacksmith, Boots, Quilting, Leather works, Instrument clinics
4.	Vendors	
5.	Alcohol sales	Cindy Pedersen suggested asking a local brewer to make a special craft beer for the CBF
6.	Marketing	<ol style="list-style-type: none"> <li>1. All agreed that the magnets on the "Free Times" was a good idea.</li> <li>2. Dr Jason Munsell suggested creating Instagram, Twitter and Pinterest sites</li> <li>3. Billboard placement was discussed.</li> <li>4. Mr. John Banks reiterated that we must not market a "mistake" with regards to the current crowd and parking capacity of the CBF. Example: The Food Truck event at the Farmer's Market.</li> <li>5. Mr. John Banks agreed to begin work on improving the CBF logo.</li> </ol>
7.	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 Meetings:** Thursday, June 11, 2015 and Thursday, July 16, 2015