

Meeting Agenda/Summary

Cayce Event Planning Committee

Subject	Event Planning Committee	Date/Time	March 12, 2015 at 5:45 PM		
Location	Cayce City Hall – Council Chambers				
Attendees					
Event committee	Y/N	GUEST SPEAKERS	Y/N	City Staff	Y/N
Mr. Danny Creamer	Y			Ms. Kara Carmine	Y
Ms. Rachel Scurry	Y			Ms. Mendy Corder	Y
Ms. Cindy Pedersen	Y			Mr. James Denny	Y
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	Ms. Brenda Cole– Motion Ms. Rachel Scurry- second Passed as amended	Committee members pointed out errors within the minutes of the 2/12/15. The committee then approved the minutes with the stated amendments.
3.	CBF – Update on Committee Member’s Assignments in preparation of 2015 CBF		<p>Ms. Scurry reported that Band Contract Packets were sent 3-12-15. Ms. Kara Carmine presented her research on Billboards. See Ms. Carmine’s information attached. Ms. Pedersen presented the traffic information (see attached) she received from Mr. Capps. Mr. Creamer stated the Hendersonville/Asheville area should be a priority. Ms. Scurry recommended placing billboards on major highways near the areas near where the bands are located. Ms. Brenda Cole stated that she saw a Tartan Day billboard and suggested that a meeting with Mr. Banks take place to utilize his knowledge and experience. Ms. Brenda Cole will report at the March meeting on Vendor options and possible fees.</p> <p>Mr. Creamer told the Committee about the Chapin News “FaceBook Newspaper” that has approximately 100,000 followers. 8 weeks of a “story” and 8 pictures would cost approximately \$50 per week to equal \$400. It would be inexpensive to place some</p>

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			<p>early “teasers” to get the word out about the CBF as a “Save The Date” concept. The CBF website currently has 285 followers.</p> <p>The Committee discussed the .com website(s) for the CBF. Ms. Carmine offered to write a letter to Ms. Julie Isom to negotiate control/ownership of the CBF Facebook page and website domain name www.congareebluegrassfestival.com. The Committee would like to purchase/control the domain name and Facebook page.</p> <p>One city staffer and 1 committee member would work together as Administrators of the website and Facebook page. The committee agreed with Ms. Scurry’s suggestion that we need to utilize Dr. Munsell’s knowledge to improve the social media presence of the CBF.</p> <p>Ms. Kim Christ spoke about the stage design from an advertising perspective and suggested many possible improvements such as vertical banners, List of Sponsors on stage, etc. Ms. Christ plans to review/revise the Sponsor Brochure, price vertical banners and report back to the Committee at the April meeting. The committee discussed the sound system and contract. Dr. Munsell’s PowerPoint presentation (see attached) was distributed and will be discussed at the next meeting.</p>
4.	Spring guided Nature Tour – Discussion of Assignments	Ms. Ellen Mancke, Mr. Dave Capps, Ms. Kara Carmine, Ms. Cindy Pedersen, Ms. Rachel Scurry	<p>The Guided Nature Tours at Timmerman Trail with Dr. Rudy Mancke is scheduled for Saturday April 25, 2015.</p> <p>The 10am children’s tour will be staffed by Ms. Ellen Mancke, Ms. Rachel Scurry and Ms. Carmine. The 1pm adult oriented tour will be staffed by Ms. Cindy Pedersen, Mr. Dave Capps and Ms. Corder.</p>
5.	Update on Hospitality Tax Fund Request for the CBF.	Ms. Mendy Corder	Ms. Corder updated the committee on Ms. Carmine’s progress in completing the Hospitality Tax Fund Request and the Accommodations Tax Fund Request. She will report the results of the request from the April 7 th City Council Meeting at the April meeting.
6.	Budget Review and Discussion - CIC		Ms. Scurry made the motion to table this discussion until a future meeting. Ms. Mancke second the motion.
7.	Review of To do List for Christmas in Cayce		Ms. Scurry made the motion to table this discussion until a future meeting. Ms. Mancke second the motion.
8.	Adjournment		Ms. Pedersen made the motion to adjourn and Mr. Capps second the motion.

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Action Items		
No.	Action Item	Owner/ Target Completion Date
1.	Accommodation Tax Application	Mendy will submit A-Tax request for \$13,000 on 3/6/15 and report on the results at the April meeting
2.	H-Tax Request	Mendy will submit the H-Tax application to city council on 4/7 and will report the results at the April meeting.
3.	Committee member assignments	Each committee member agreed to continue work on his/her assignment. The Sponsor Challenge will begin once new sponsor Packets have been developed.
4.	Mendy will distribute her list of preparation activities for each of the committee's events	Mendy will bring the "to do" list for discussion and/or delegation. There is a need for the committee to take responsibility for some tasks from city staff. The committee will review the list and discuss delegation.
5.	Nature Tour	Mendy and Kara will ensure adequate supplies for the nature tours.

Next Meeting: Thursday, April 16, 2015