SPRINGFEST COMMITTEE
REGULAR MEETIING
FRIDAY, JANUARY 30, 2015
9:00 AM
TOWN OF MALABAR – COUNCIL CHAMBERS
2725 MALABAR ROAD
MALABAR, FLORIDA

AGENDA

A. CALL TO ORDER

B. ADDITIONS/DELETIONS/CHANGES

C. APPROVAL OF MINUTES – 03/28/14 & 01/16/15

D. DISCUSSION:

- **UPDATE OF RESPONSIBILITIES**
  1. **FOOD VENDOR COMMITMENTS**
     - **A. MALABAR FIRE DEPARTMENT**
     - **B. BOY SCOUTS**
  2. **SPONSORSHIP COMMITMENTS**
     - **A. WASTE MANAGEMENT – PLATINUM SPONSOR & DUMPSTER/EVENT BOXES (TRASH) DONATED**
     - **B. RUMBO PETS - TENTS FOR EVENT**
  3. **RFQ STATUS**
     - **A. BOUNCE HOUSES/SLIDE**
     - **B. PORT-O-LETS**
  4. **PONY RIDES**

E. ADJOURNMENT

If an individual decides to appeal any decision made by this board with respect to any matter considered at this meeting, a verbatim transcript may be required, and the individual may need to insure that a verbatim transcript of the proceedings is made (Florida Statute 286.0105). The Town does not provide this service.

In compliance with the Americans With Disabilities Act (ADA), anyone who needs a special accommodation for this meeting should contact the Town's ADA Coordinator at 321-727-7764 at least 48 hours in advance of this meeting.

SPRINGFEST COMMITTEE MEETING
MARCH 28, 2014 9:00 AM

A. CALL TO ORDER @ 9:00 am:

EVENT COORDINATOR:	**CINDI KELLEY**
COMMITTEE MEMBERS:	**HANS KEMMLER, arrived @ 9:05** **BARB KEMMLER, arrived @ 9:05** **BUNNIE KNUDSON** **CHIEF ROBINSON** **TOM TAYLOR**
GUESTS:	**PAUL GOETSCH** **KENNY BUKOWSKI**
ALSO PRESENT:	**MAYOR CARL BEATTY**

B. ADDITIONS/DELETIONS/CHANGES:

C. CONSENT AGENDA:

Discussion: Kemmler stated that on the last page of the minutes, second paragraph states that Chris O'Hara can't do the trimming; it should state that "stated that we can't do the trimming".

General consensus of Committee to approve the minutes from March 14, 2014 with noted correction.

D. DISCUSSION:

- **REMINDER – HAY BALES ARE RETURNED TO SUPPLIER AFTER EVENT**

Kelley advised those people using any of the bales of hay that they cannot be cut open as they are returned to the vendor; it is Nail Farm's way of sponsoring the event with an in-kind donation. We pick up the bales of hay a few days before the event and return them the Monday after. This donation saved the Town $250.

- **UPDATE OF RESPONSIBILITIES**

Chief Robinson gave his report for the Fire Department. A fire extinguisher demonstration will take place at 11am and there may be an additional demonstration at 2 pm if there is any interest. The vehicle extrication will take place at 1 pm. Paul Goetsch offered his expired fire extinguishers if they are needed for any demonstrations.

Kelley reminded Chief Robinson that they have a space in vendor row to sell the pulled pork sandwiches. The Fire Department also has a space to have an "Information/First Aide" tent on site as well.

Bunnie Knudson spoke about the photo contest; said she has been promoting it. Kelley stated that there has not been a big turn-out for pictures; the deadline for drop off is today at 4 pm. Knudson asked if the date could be extended to Tuesday, April 1st. Kelley said that would not be problem. Knudson stated that Robert Wicker will judge the photos; he just needs to know when. Kelley told her that she would be available to fit his schedule, just let her know. Knudson will get with Mr. Wicker and let Kelley know what he says about the date and time.

DRAFT

Knudson stated, with regards to the Cowbell 5K Trail Run, she went to Sports Authority to ask for a donation of bags for the run. She was advised that all this needs to go through their corporate offices and it takes time to do this. If we want to ask for their assistance in the future, we need to inquire way before a week before the run.

Tom Taylor reported on his findings with getting car dealerships involved in the event. They don't want to come; they are busy on site and don't have the staff to have them come to the event. He is still working on Everglades but he's not sure they will come in. Lane Buick will be in and he told them a charge of $100. He said they would mail it in to the Town. He was asking for raffle prizes with service type certificates and didn't know if anyone would come through.

Barb Kemmler stated that she has the letters for the signs ready to go; she is waiting for the signs so she can make them. Mayor Beatty stated that he has signs left from when he ran for Mayor; he will donate them.

Paul Goetsch of the Trail Group reported that the sidewalk at the Trail had been fixed. He would like to have two tables in the pavilion at the Trail Head; they will sell cookies and chips as they are prepackaged foods along with the sodas. Kelley stated that she got two coolers for them to use. Ice will be on them to provide as well as the sodas and water. B. Kemmler stated that they may want to consider selling juice boxes and granola bars as well. Goetsch stated that the group at the Malabar Community Park will sell slushies, popcorn and cotton candy.

Mayor Beatty stated that we would need to have hand sanitizer at the Trail Head for the animal viewing. If possible, we could use duct tape to tape the bottles to the paddocks so people can cleanse their hands after viewing.

Hans Kemmler stated that the hayrides are ready to go. He met with Chris O'Hara and talked to him of the 30' section where the trees are hanging low. O'Hara advised Kemmler that they would not be cutting back any of the trees; with this information, Kemmler cut off about a foot and a half off the poles for the canopy on his trailer and it will be just fine. Taylor stated that he would take to O'Hara and see if he could make a difference. Kelley stated that she is relying on them to get this ready to go; if all else fails, take the canopies off the trailers and just go with the rides with no shade structure.

E. Adjournment:

There being no further discussion, this meeting was adjourned at 9:54 am. The following Friday, April 4, 2014, will be spent getting all last minute issues taken care of; Springfest takes place Saturday, April 5, 2014.

By: _____ Date Approved: _____

Cindi Kelley, Deputy Town Clerk
Springfest Coordinator

SPRINGFEST COMMITTEE MEETING
JANUARY 16, 2015 9:00 AM

A. CALL TO ORDER: Meeting was called to order by Cindi Kelley at 9:03 in Malabar Town Hall Council Chambers.

B. ROLL CALL:

EVENT COORDINATOR:	**CINDI KELLEY**
COMMITTEE MEMBERS:	**TOM TAYLOR** **LINDA TAYLOR** **HANS KEMMLER** **BUNNIE KNUDSON** **VICKIE THOMAS, excused** **RICK DeBLASIO, excused** **RUTH LEAHY, excused** **BARB KEMMLER, excused** **RENEE WHITE, excused**
GUESTS:	**DON PIERCY, THE RUNNING ZONE** **CHRIS O'HARA, BC EELs PROGRAM** **BRAD MANLEY, BC EELs PROGRAM**

C. ADDITIONS/DELETIONS/CHANGES

D. APPROVAL OF MEETING MINUTES - 03/28/14
Kelley opened the meeting and forgot to have the minutes approved. Will be added to the agenda for the 1/30/15 meeting.

E. DISCUSSION

- **COWBELL 5K RUN/WALK**

Kelley opened the meeting with the planning of the Cowbell 5K Run/Walk. Don Piercy of the Running Zone, Inc. along with Chris O'Hara and Brad Manley from Brevard County's EELs Program were present. Kelley asked Piercy, since they have an event in the morning for the same day scheduled, if they would be available Saturday, March 21st, for the event to be a morning run. Piercy stated it would be better to keep it at the 28th of March, his calendar is already booked for the 21st. That being said, the event will be an afternoon run at 4:30 pm. Kemmler reported that the sun doesn't set until 6:40 pm that day. Piercy stated that the 4:30 start time would be perfect and that they would be done and out of the area by 6:30; before dark. Piercy stated that volunteers would be needed; 15 to 20 people total. The water stations would need 3 to 4 and 10 to 12 people to direct the participants through the trails so no one gets lost. Volunteers would be up to the Town to have on site.

The discussion turned to the course of the run. Piercy suggested that the course used for the first run in 2012 was perfect. It was all paved; wouldn't need as many volunteers as would be needed if it were throughout the trails. The water stations would be set up in two places; one at the start/finish and the other at the turn-around portion of the run. Kelley asked who would be marking the running area. O'Hara and Piercy said that between the two of them, the course would be marked.

With regards to the special insurance required, Kelley asked if the participants would be going through any portion of Palm Bay. O'Hara stated that he wasn't sure. Kelley stated that she would add them to the policy as additional insureds to be on the side of caution. Brevard County will be on the policy as well.

At this time, T. Taylor asked if we were going to have anything at the Sand Hill Trail Head. Kemmler stated that last year's event had the hay rides to the Trail Head but there was nothing in the park to keep them there. Kelley reported that the vendors that said would be on site didn't show up and people in the Malabar Community Park weren't happy that the animals weren't in the main park. We need to build on this but this year, the event will take place in the Malabar Community Park as it always has. T. Taylor asked about hay rides and a route for them; people want to go for a ride. He asked if he could take them on the course that would be used for the run. Kelley stated that would be fine as long as it didn't interfere with the set-up of the course for the run. Piercy and O'Hara stated that shouldn't be a problem. It was decided to have the hay rides along the path that will be the course for the Cowbell 5K Run/Walk.

L. Taylor asked about sponsors for the race. Kelley stated this has never been a money maker and the Town has lost money with the expenses of the event. We pay the Running Zone to be on site and run the race and we pay them $2 per participant as well. The runners like to have a t-shirt for the event and that's an additional expense as well. L. Taylor asked about a "cause"; what if we donated the proceeds, after all expenses have been paid back, to the Malabar Fire Department. Kelley stated that she would have to check with the Town Clerk to see if this would be allowed; she would not commit to this until this was checked and verified. L. Taylor volunteered to reach out for sponsors for this event as she has had experience with this. Knudson stated that Chic-Fil-A sponsors the event and we have the Cow on site to promote the race as well.

Piercy reported that the runners are not happy with a registration fee of $20 to $25 and then have to pay for a meal after the race; the food should be free to the participants of the race or the registration fees should be reduced. Kemmler stated that they are used to the registration fee; leave it at the $20 to $25 range. Kelley stated that the Fire Department, the first year, did the pulled pork sandwiches as a fund raiser for the department. The Town gave them the seed money for the purchase of the pork. Any funds collected at the event went directly to the Fire Department. Knudson stated that Chic-Fil-A did a coupon give away; maybe they would be willing to donate the food for the event. L. Taylor will make contact with Chic-Fil-A to see what they would be willing to do for food for the event.

At this time, Kelley stated that the gentlemen who attended for the Cowbell 5K Run/Walk were excused as she knows everyone's time is valuable but they are more than welcome to stay if they so choose. Kelley asked Brad Manley for his email address; she will send out the meeting notices to him as well as Chris O'Hara and Mike Knight. They are open meetings and everyone is welcome to attend.

- **ACTIVITIES WANTED FOR THIS YEAR'S EVENT**

The events scheduled for this year include a car show run by Rick DeBlasio. He was not able to make it to the meeting but the date of the event was provided to him by Kelley earlier. He will get things started with advertising the car show and ordering the needed trophies.

We will have all the normal activities as in the past for the Kids Zone. Amanda Condatore will be working with Denine Sherear in this area. The RPQs will be sent out to the two vendors known in this area to get the pricing for this year's event. The information will be provided to the Town Administrator so she can prepare the paperwork and get it sent out to the vendors.

The committee is in agreement to have all the normal activities available at the event this year as in year's past. Knudson stated that for the photo contest, she will contact Robert Wicker will be contacted for judging the photos. Kelley provided several flyers to her for passing around the area businesses and pet shops.

- **SPECIAL EVENT INSURANCE – FLORIDA LEAGUE OF CITIES**

Kelley advised the Committee that she has the application for the special event insurance. It will be completed, signed and emailed to the Florida League of Cities within the next few days. Upon notice of the premium for this, Kelley will let the Committee know the expense.

- **BEER LICENSE**

Kelley advised the Committee that the beer license had been applied for with the local office of the Department of Revenue here in Melbourne. It was mailed out on January 13, 2015 via regular mail. It will be returned to Kelley for mailing to the Orlando Division along with the $25 check that has already been cut.

- **BAND, EQUIPMENT RENTAL & MC SERVICES – JOHN QUINLIVAN BAND**

Kelley advised the Committee that she had been in contact with John Quinlivan to see of his interest and availability. Quinlivan stated he is in 100% and the price of $700 for the rental of equipment for the day, his MC services and the band playing for the entire day has not changed since he has been involved in the event. It is the general consensus of the Committee to keep The John Quinlivan Band as the band for the day, his MC services and rental of the band's equipment for the day for $700. Kelley will work up the Artist Agreement and send to him for execution.

- **PONY RIDES – RICK & EILEEN WHITWORTH**

Kelley advised the Committee that contact was made with Patricia Foster, Rescue Horses Save Lives, and was referred to Rick and Eileen Whitworth for pony rides. Kelley received their contact information and sent two emails; as of the date of the meeting, no word was heard from them for their interest or availability. Kelley also stated that she sent an email to Della Cox and it was returned as undeliverable. Contact with Foster was done and Foster stated she would have Cox make contact; no work was heard from her for her interest or availability. T. Taylor stated that one way or another, we will have pony rides at the event. He can put his two out there and borrow one from Cox if needed. Kelley stated that she does not want to spend $800 like we did last year; we lost a lot of money on this. The pony rides are getting harder to come by since Sue Levitt left Malabar.

- **CLOWNS – JAMES & EILEEN BROCK**

Kelley advised the Committee that contact via email was sent to the Brock's to see about their interest and availability for the event this year. As of the meeting date, no word had been received from them. Kelley will continue to try to get ahold of the vendor.

- **COCO-COLA BOTTLING COMPANY – DISCOUNTED DRINKS FOR EVENT**

Kelley advised the Committee that contact had been made with Coco-Cola; a call was received to tell her that the can sodas were on sale until the end of February for $8.16/case. If the Committee approves the purchase, Kelley will order the sodas and have them delivered to Town Hall as they much be paid for and delivered during the special pricing. These are 24 can cases and we ordered 43 cases; the cost of the sodas would be $350.88 which equals $.34/can and we sell for $1. It is a profit of $.66/can. It is the general consensus of the Committee to purchase the sodas at this price. Kelley did let them know that leftover soda is used throughout Town Hall for any and all functions held including Council meeting.

Kelley stated that Mike Williams did not have a special for water as of yet, but he was

Kelley stated that Mike Williams did not have a special for water as of yet, but he was very confident that before the event, the water would be going on sale as well. Kelley will come back to the Committee when the pricing for water is determined.

- **ADVERTISING**

Kelley advised the Committee that advertising has been started. She asked Kemmler if he received her email for FIT's radio station. He said that he had received something but hadn't opened yet. Kelley stated it is a 1st Press Release asking people to save the date and that we are looking for vendors for the event. Kemmler stated he would make contact with FIT and provide the information to them. As the time gets closer, Kelley will provide another Press Release with more definite information for the event.

Kelley stated that information had been emailed out to various publishing companies in the area; the 1st Press Release was sent to Florida Today, Brevard Business News, Hometown News and various radio stations to be added to their website calendar. As the time gets closer, we will also forward the information to Channel 13 News for placement on their TV calendar.

Hometown News was contacted for sponsorship again this year; no word back from them as of yet. We hope that they will come in as a sponsor again and have several weeks of free advertising leading up to the date of the event. Kelley will keep the Committee posted on this.

- **OFF-DUTY DEPUTIES & COPs**

Kelley stated that she had sent an email to Lt. Cockriel of BCSO requesting off duty deputies and the COPs to be on site for the day. No word had been heard as of meeting day but she's sure that all will work out and we will have what is needed for the event.

The discussion turned to the food for the event. Kemmler asked if Kelley had been in touch with Jimmy the Greek. Kelley stated that she had not been in touch with anyone as of yet; she wanted to see if the Committee wanted to keep it the same or have other food vendors on site. Kemmler stated that he had spoken to Jimmy and he is looking forward to participating again this year. Kelley stated that the Fire Department will do the pulled pork sandwiches; the Boy Scouts usually do hot dogs, hamburgers and brats with bags of chips. Kemmler stated that he knows someone who may be interested in coming in as a food vendor; he does barbeque foods. Kelley asked him for the contact information. She wants to make sure that the person knows that the Fire Department is doing the pork. Kemmler said he would get the contact information to her. Kelley will send out the food vendor form to Jimmy the Greek and the Boy Scouts. A food vendor form will also be sent to Twisty Cone for ice cream in the park as well.

L. Taylor stated that the people who were looking at the cars were not happy that they had to walk all the way back to the park for a beer. Franklin stated that it is doable to have beer/soda/water down at the car show. We will need to let Scott McLachlan and Rick DeBlasio know that one of the two of them will be responsible for collection of funds. It was discussed that tickets would be available for the Kids Zone and the car show. Each person in that area would be given a certain amount of tickets; at the end of the day, they turn in the tickets or the cash collected for the tickets. Example: 200 tickets at the car show for beer would be $100 cash. They turn in all unused tickets and cash and account for product sold or not sold. During the day, cash runs would be made at each area so no one has too much cash on their person.

Kelley stated that she would like to have Kemmler ask Barb if she knows anyone who would be willing to volunteer as a nurse in the First Aide tent; the Town would give them a cell phone and they would call 911 for any emergency. Last year, there was an incident and the Fire Department was called in lieu of 911; this kept the response time from happening in a timely fashion. The Fire Chief stated that had 911 been called, the proper protocol would have taken place and they would have responded faster. Franklin stated that Marisa Acquaviva may donate products needed to stock the first aide tent; she did this for the first Cowbell 5K Run/Walk back in 2012.

It was brought up about the opening/closing ceremonies. Kelley will make contact with Laura Mahoney regarding the availability of the Sea Cadets and the Boy Scouts for these activities. She will advise the Committee at the next meeting. Franklin stated that she wasn't sure if they were involved in the Sea Cadets/Scouts at this time as the kids are now in college she believes. Kelley will make contact.

F. Adjournment:

There being no further discussion, this meeting was adjourned at 10:10 am. The next scheduled meeting will be held Friday, January 30, 2015.

By: _____ Date Approved: _____

Cindi Kelley, Deputy Town Clerk
Springfest Coordinator

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