

**SPRINGFEST COMMITTEE MEETING  
FEBRUARY 27, 2015 9:00 AM**

**A. CALL TO ORDER @ 9:03 am:**

**EVENT COORDINATOR: CINDI KELLEY**

**COMMITTEE MEMBERS:**

**HANS KEMMLER  
BUNNIE KNUDSON  
RUTH LEAHY  
TOM TAYLOR, arrived @ 9:15**

**ALSO PRESENT:**

**MAYOR CARL BEATTY**

**B. ADDITIONS/DELETIONS/CHANGES:** Kelley added a report for the status of the Cowbell 5K Run. Knudson asked if this had been put on the website as being cancelled; she has told several people about it.

**C. CONSENT AGENDA:**

- **APPROVAL OF 02/13/15 MINUTES**

**MOTION: Kemmler/Knudson to approve the minutes from February 13, 2015 as presented. VOTE: All Ayes.**

**D. DISCUSSION:**

Kelley advised the Committee that the second press release will be sent out to the local media avenues today.

The discussion turned to the pony rides; Kelley stated that she had made contact with Happy Hooves in Cocoa and Cock-A-Doodle-Do out of Vero area. Cock-A-Doodle-Do is the vendor we used last year. In looking at the cost for this service, Happy Hooves wanted to charge \$250/hour for six hours for a total of \$1,500; they would also bring a small petting zoo as well. Cock-A-Doodle-Do would charge \$800; the same price as last year. The Committee discussed the decided to use the vendor from last year. Kelley stated that they brought two (2) horses/ponies last year; it worked because the animals were down at the Sand Hill Trail Head and we didn't have a line waiting for the rides. Kemmler asked how much more it would be for one (1) additional horse. Kelley stated she would inquire but didn't want to leave it open ended. The Committee agreed to spend no more than \$900 for three (3) horses but Knudson said to try to keep it at \$800 for the three if it could happen. Kelley stated she would make contact and report to the Committee at the next meeting her findings.

Kelley reported to the Committee that the clowns that have been on site for the last several years will be back again this year for the same price as last year; \$325.00. They help out in the Kids Zone with face painting and balloon animals and are there to create fun for the children. The Committee is good with the expense for this service.

Kelley advised the Committee that the RFQs for the bounce houses/slide and port-o-lets will be sent out this week. The Town Administrator came through and advised that she is working on them as she saw it was a topic of discussion on the agenda.

Kelley reported that the sponsorships and donations are coming in; thank you letters are being sent out as funds or in-kind services are received for the event.

Ruth Leahy, BB&T Bank, volunteered at last year's event. She stated that there was confusion with the tickets. She stated that there should be more signage to let people

know where the ticket booth(s) are going to be. Kelley stated that we will be having tickets sold at the car show for drinks; tickets will be sold at the pony rides again this year. Also, Kelley stated that there will be tickets sold at the Kids Zone as well. The ticket booth that has always been in existence will continue to be there, we are adding more so people don't have to walk so far for ticket purchasing. At this time, Mayor Beatty stated that having red balloons at the ticket booths would be a very good way to identify where people need to go for the tickets.

Kemmler asked Kelley about the set up for the vendor booths; she stated that the park will be set up the same way it has always been; people are fairly familiar with the layout. We will add some ticket booths throughout the park; that will be the only real change to this year's event. The band, John Quinlivan Band, has been hired for the entire day; John will also be the MC for the event and we have rented his equipment for the event as well for a total of \$700 (this amount has not changed for the last several years).

Kemmler asked about the sale of beer; he saw it as a topic of discussion on the 2/17/15 Council meeting agenda. Kelley stated that Council discussed it and it will be coming back to Council to discuss and take action. It will not affect this year's event but it could affect future Springfest events.

Knudson stated that this is supposed to be a community event; it's not a money maker and it was never supposed to be. Mayor Beatty stated that this came about as Council Member Korn was reviewing the bills to be signed off by him and the amount for this insurance caught his eye. We don't make the money back on the beer sales that we spend for the insurance. Both Kemmler and Knudson stated that if you don't have the beer, there may as well not be a Springfest; no one will support the event without it. Kelley said that isn't a true statement; we only make about \$250 to \$275 in beer sales. If they know any beer drinkers, have them come to the event. The beer sales have been this way since she has been working the event.

Kemmler stated he visited the park and there is a pipe that needs to be taken care of before Springfest; it has jagged edges and someone could get hurt. He has brought this to the Town Administrator's attention through the Park Board. He also stated that he hopes that the flag poles will be installed prior to the event as well.

Taylor stated he would like to have the gates opened so he can go through the EELs property to see how the hayrides will go. Kelley stated that she would contact Chris O'Hara and ask that he contact Taylor to set up a meeting to go out there.

Knudson stated that we need to get the word out about the photo contest. She will contact Robert Wicker about doing the judging for the "Best in Show". The 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners will be chosen by the patrons the day of the event and announced prior to the end of the event. Kemmler asked Kelley to send the photo contest flyer to all the Boards. Kelley stated that they would have it by end of the day.

Mayor asked if the kiosks would have information regarding the event in them. Knudson asked about the "Coming Event" signs. Kemmler measured the sign and stated that he would work on the wording and send it to Kelley; he will put the signs together and have them out a couple of weeks prior to the event to notify the community.

Taylor stated he will contact the car places and see if they would like to have one of their vehicles on site. He said one of them did this last year; paid \$100 for the spot and no

one had to be there. It was there for people to look at and make contact with the dealer if they were interested in a new vehicle.

Knudson offered her tractor if it is needed for the hayrides; Kemmler and Taylor have the tractors worked out for this activity.

**E. ADJOURNMENT:**

There being no further discussion, this meeting was adjourned at 9:40 am. The next scheduled meeting will be held Friday, March 13, 2015.

By: Cindi Kelley  
Cindi Kelley, Deputy Town Clerk  
Springfest Coordinator

Date Approved: 3/13/15