



See Agenda Packet for
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FESTIVALS COMMITTEE
Thursday, June 10, 2021
6:30 PM
Virtual Meeting

Minutes

1) Call to Order, Roll Call

Present:

Chair Vanessa Nerbun
Vice Chair Kirsten Hildebrand
Committee Member Janet Fussell
Committee Member Jenne Hohn
Committee Member Tracy Johnson
Committee Member Lisa Liljegren
Committee Member Moshe Luchins
Committee Member Christine McLean
Committee Member Miranda White
Committee Member Dynami Al-Anjeri -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. May 13, 2021 Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Board Member Johnson

SECONDED BY: Committee Member Fussell

AYES:	Nerbun, Hildebrand, Fussell, Hohn, Johnson, Liljegren, Luchins, McLean, White
ABSENT:	Al-Anjeri

3) Committee Chair Update

4) Discussion Items

a. Vendors

The vendor deadline has been extended to 7/16 and the liquor license until 7/19. Atlas BBQ is still considering because of staffing. Rise & Shine is booked. Harvey's said no. WI Cheese Curd and Foxtown are interested. Happy Go Lucky thought they had already submitted their application, but they have not. Following up with Fiddleheads and another popcorn vendor.

1. Vendor List June 10, 2021

b. Event Logistics

Reservations have been made to secure electrical, dumpster, Port-A-Johns, light towers, message boards, and shuttle service.

1. Area Rental

2. DBA Event Services

c. Sponsorships

Lisa has secured Concordia as a sponsor to help underwrite the cost of performers. Vanessa and Carrie will work this coming week on sending out sponsor solicitation letters to previous sponsors. Carrie emailed the sponsor packet to all the committee members to see the sponsor level options.

d. Marketing & Communications

Miranda has been doing Facebook posts and will work on getting the website up-to-date. The city can update the message board across from City Hall.

e. Entertainment

All the bands have been booked thanks to Lisa. Gypsy Geoff will be performing 2 shows, contract has been signed. KC Inflatables will send a quote this coming week. The art area is very popular, we can borrow easels from Bridget King. We will work on contacting the high school and Rotary Club for volunteers once we see how many volunteers we used in past years. Kristin Gies from the Nature Preserve may have an exhibit we can use.

5) Work Plan

If you have a Facebook account, post on your account to get the word out. We are on target with number of vendors, extending the deadline is what we needed to do. Let's plan to do a strategic planning event once event is over. If you have ideas on how we can recognize the 20th anniversary of 9/11, please let Vanessa know.

6) Next Meeting Date and Time: July 8, 2021 at 6:30 PM

7) Adjourn

Motion to adjourn the meeting at 7:18 PM.

RESULT: Approved by Voice Acclamation [Unanimous]

MOVED BY: Committee member Fussell
SECONDED BY: Committee member Liljegren
AYES: Nerbun, Fussell, Hohn, Johnson, Liljegren, Luchins, McLean, Hildebrand,
and White

Respectfully Submitted,

Carrie Enea