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FESTIVALS COMMITTEE
Wednesday, November 15, 2023
6:30 PM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Miranda White
Vice Chair Deanna Conaty
Committee Member Brett Benson
Committee Member Jenne Hohn
Committee Member Laeh McHenry
Vanessa Nerbun
Committee Member Tracy Johnson -- **Absent**
Committee Member Lisa Liljegren -- **Absent**
Committee Member Moshe Luchins -- **Absent**
Committee Member Christine McLean -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. October Minutes

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

MOVED BY: Committee Member McHenry

SECONDED BY: Nerbun

AYES:	White, Conaty, Benson, Hohn, McHenry, Nerbun
ABSENT:	Johnson, Liljegren, Luchins, McLean

3) Sponsor Update

a. Tree Lighting

Super Steel has signed on to be a sponsor at the \$1,200 level. With the number of tree lighters now being three (Super Steel Chairman, Kohler Contest Winner, and the Mayor), the Committee agreed that the tree needed to be taller than 12 foot. A 20 foot tree was available for donation, but the Committee would need to pay for the cutting and transport of it to City

Hall. Committee Member Nerbun moved to pay the funds necessary for a larger tree and Committee Member Hohn seconded. The motion was passed via Voice Acclamation.

b. Ornaments & Cookies

With the addition of a new major sponsor, there was discussion about the possibility of drawing a larger crowd. The Committee voted to increase the number of cookies and ornaments to 350. Committee Chair White made the motion and Vice Chair Conaty seconded. The motion passed via Voice Acclamation.

4) Marketing

a. Kohler Contest

Committee Member Hohn offered to help with Facebook posts to spread the word about the contest and the festival in general.

b. Flyer Distribution

The Committee agreed to simplify the flyer by removing the text and adding the sponsor logos and a QR Code. The Committee will stop by City Hall to pick them up for distribution.

5) Volunteers

The Committee was happy with the volunteer sign-ups because there were only 3 spots left to be filled.

6) Committee Assignments

A. IDH Decorating on 12/8

10:00 AM on Friday

B. Arrival Time on 12/10

1:30 PM on Sunday

7) Next Meeting Date and Time

A. January 17 at 6:30pm

8) Adjourn

Committee Chair White moved to adjourn at 7:00 P.M. and Committee Member McHenry seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant