

**EVENTS COMMITTEE MEETING
JULY 19, 2011 – 4:30 P.M.**

Mark Lancaster called the meeting to order at 5:00 p.m. Committee members present: Scott Logan, Lori Moller, Wanda Marzahl, Bill Clow, Mark Lancaster, Barb Rowe and Mike Vest. Members Darrell Perkins and Jay Schultz were absent. Also present were Tammy Herrera, Kathy Robson, Amy Stech and June Vickery.

AUDIENCE PARTICIPATION: NONE

MINUTES OF JUNE 21 AND JULY 5, 2011 – APPROVED

Moved by Mike Vest, seconded by Bill Clow to approve the Events Committee Meeting Minutes of June 21st and July 5th, 2011, as presented. All ayes. Motion carried.

TAMMY HERRERA – SIDEWALK SALE AND FALL FESTIVAL

Tammy Herrera, Amy Stech and Kathy Robson outlined their ideas for a sidewalk sale and/or fall fest as a way of getting people downtown. They have approached many of the downtown businesses who would be in favor of both events.

Sidewalk Sale

- The proposed date for the sidewalk sale is August 6th, 2011, to run the same hours as Farmer's Market from 9 a.m. – 1 p.m.; the entertainment for that day is the Walworth Cloggers.
- Some businesses would have merchandise outside in front of their stores and businesses that couldn't participate with merchandise outside the store thought they could offer a coupon or other special to be used in their store.
- Kathy noted that she presented an idea to Wal-Mart about having a bozo buckets game with students earning school supplies.

Moved by Wanda Marzahl, seconded by Bill Clow to recommend to the City Council approval of variation to allow a Sidewalk Sale with a waiver of the Outdoor Market Fee to be held downtown on Saturday, August 6th, 2011, from 9 a.m. – 1 p.m. All ayes. Motion carried.

Fall Fest

- The proposed date for a Fall Fest is October 8th, to run the same hours as Farmer's Market from 9 a.m. – 1 p.m.
- Ideas discussed were a scarecrow decorating contest, face painting, pumpking carving, hay rides, pie contest, bounce house.
- Booth space could be charged to help cover cost of advertising.
- Harvard Farmers' Market does not have the funds to sponsor the event, but Tammy, Kathy and Amy would be willing to help organize the event with assistance from the Events Committee to help with advertising costs/promotion, etc. Amy noted that she would probably not be able to organize both the New Year's Eve Kids Bash and the Fall Fest.

The consensus was that the Events Committee would be interested in sponsoring the event, on a similar basis as the New Year's Eve Kid's Bash, and to continue discussion at the Events Committee Meeting on August 16th. Tammy, Kathy and Amy will start preliminary planning, drafting a budget and getting volunteers.

TREASURER'S REPORT

Moved by Scott Logan, seconded by Mike Vest to approve the Treasurer's Report as presented. All ayes. Motion carried.

At 5:00 p.m., moved by Wanda Marzahl, seconded by Lori Moller to adjourn the meeting. All ayes. Motion carried.

Submitted by:
Lori Moller, Secretary