

**EVENTS COMMITTEE MEETING
OCTOBER 18, 2011 – 5:00 P.M.**

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

AUDIENCE PARTICIPATION: NONE

MINUTES OF SEPTEMBER 20th, 2011 – APPROVED

Moved by Wanda Marzahl, seconded by Jay Schulz to approve the Events Committee Meeting Minutes September 20th, 2011. All ayes. Motion carried.

TREASURER'S REPORT

Moved by Lori Moller, seconded by Jay Schulz to approve the Treasurer's Report as submitted; total cash on hand is \$4,968.37. All ayes. Motion carried.

COMMITTEE OFFICERS

Chairman Logan noted that according to the Event Committee By-Laws, a co-chairman needs to be recommended and appointed by the City Council. Moved by Scott Logan, seconded by Jay Schulz to recommend to the City Council that Mark Lancaster be appointed as Co-Chairman for the Events Committee. All ayes. Motion carried.

COMMUNITY MOVIE NIGHT

Jay Schulz reported that Jefferson School has a new sound system. There were 57 attendees at the October 15th movie. Upcoming movies are as follows:

- November 5th movie will be *Cars 2*
- December 10th movie will be *Smurfs*

Jay Schulz will be talking with Woodstock to see if they would consider renting the Events Committee their equipment to conduct an outdoor movie night perhaps in conjunction with National Night Out either at Lions Park or the HERS Field.

Moved by Bill Clow, seconded by Wanda Marzahl to approve Jay's request to purchase signs for Community Movie Night that would fit on our sandwich boards. All ayes. Motion carried.

Jay will also talk to the Booster Club about using the Event's Committee's movie license for a fundraiser for showings at Jefferson School as long as the Events Committee doesn't incur any costs and is listed as a co-sponsor for the event.

FALL FAMILY FEST – OCTOBER 15th, 2011

Tammy Herrera reviewed her written report and suggestions for next year's Fall Fest. Moved by Scott Logan, seconded by Wanda Marzahl that the organizing committee be encouraged to plan the event again next year.

CHRISTMAS IN HARVARD – DECEMBER 3rd, 2011

Advertising & Marketing (Bill Clow/Jay Schulz)

- The Committee discussed listing the event in the calendar of events in the November 4th issue of the Main Line and a full page ad will be in the December 2nd issue. After further discussion, moved by Wanda Marzahl, seconded by Barb Rowe to place a ¼ page ad in the November 4th issue of the Main Line at a cost of \$175 and a full page ad in the December 2nd issue at a cost of \$704. All ayes. Motion carried. Jay Schulz abstained. Also on Planit Northwest, City Website, Community Digital Sign and Event Crazy (Just Off the Tracks).
- Discussed having a two sided flyer for Christmas in Harvard and Movie Night.
- The consensus was to order Christmas in Harvard signs for the sandwich boards. Mark suggested we put one at the train station.

Carriage Rides (Wanda Marzahl)

Moved by Jay Schulz, seconded by Barb Rowe to approve the contract with Terry Leonard in the amount of \$600 for the carriage rides with a time frame from 12:30 – 3 p.m. All ayes. Motion carried. Carriage Rides will be located on Eastman St. across from the Municipal Building.

Coloring Contest (Bill Clow)

No report.

Craft Show (Tammy Herrera)

- Craft show hours were changed to 10 a.m. – 4 p.m.
- June suggested that signs be posted by the crafters to indicate there is “no food or drink” in the vendor area.
- Lori will forward the updated craft show application to all committee members.

James Bus & Fire Department Smokehouse

Wanda related that she spoke with Jeremy Adams from the HFPD, who indicated they would like to participate with the smoke house but asked if they could be located on Front Street instead of Eastman St. The consensus was to have the James Bus and Smokehouse on either side of Front Street staggering them so they aren't directly across from each other.

Mrs. Claus (Julie Zell)

- Lori reported that she spoke with Julie Zell who has agreed to be Mrs. Claus. Julie will be added to the Events Committee distribution list.
- Wanda reported that Kelley's Restaurant has agreed to host Breakfast with Mrs. Claus from 9:30 – 11:30 a.m.
- Moved by Barb Rowe, seconded by Wanda Marzahl to purchase candy canes for Mrs. Claus to hand out to the kids. All ayes. Motion carried.

Parade (Mark Lancaster/Mike Vest)

- Mark submitted a revised parade application; Scott will make changes and the application will be forwarded to committee members.
- The Committee discussed whether or not to have a Grand Marshall; no decision made.
- Mark suggested having a student council member attend Events Committee meetings as a representative; Jay will contact Bill Clow. Tammy noted that St. Joseph's also has a student council for the upper grades.
- Suggestions for judges were student council members and/or pastors.

50/50 Raffle (Lori Moller/Tammy Herrera)

Lori reported that the card stock has been ordered for the raffle tickets.

Santa's Gift Shoppe (Sandy Nolan)

- Sandy noted she has contacted both Interact and FFA who will have volunteers available to help.
- Sandy brought up discussion on an issue of allowing children younger than Kindergarten to go through the Gift Shoppe. The flyer that goes to the schools says Pre-K thru 6th grade with children under age 6 to be accompanied by an adult. After discussion, the consensus was to change the age from Kindergarten to 6th grades. Scott will make the noted change on the flyer.
- Moved by Barb Rowe, seconded by Scott Logan to purchase cookies for the Gift Shoppe at Swiss Maid and Subway. All ayes. Motion carried.
- Sandy reported that Jeanine Creviston has volunteered to head up the craft area against his year.
- Put directional signs to other events on the North Pole decoration.

Sponsorship (Wanda)

Wanda reported on sponsorship commitments to date:

Overall Event Sponsor (2 @ \$250) – Starline Factory

Carriage Rides (3 @ \$200)

Santa (1 @ \$200) – Brown Bear Daycare

Coloring Contest (3 @ \$100) – Saunders & McFarlin, Brown Bear Daycare and Harvard Savings Bank

Parade Prizes (4 @ \$75) – Harvard State Bank

Santa's Gift Shoppe (4 @ \$50) – Parking Lot Services, Saunders & McFarlin, Harvard Community Credit Union and Majestic Sealcoating

Mrs. Claus (2 @ \$30)

Business Card Ads (\$100) – Romenesko Hardware and Joel Berg. Nelson Decorating was last year's Window Decorating Contest Winner and they receive a free ad in the brochure.

Wanda also has calls into Mercy Health System, Deans, Dr. Hagenbruch, Sylvan Learning Center, Hometown Landscaping, Adams Collision, Attorney Gaffney and Catty Corp.

Visit With Santa (Women For Harvard)

June asked that Women For Harvard be included with the Visit with Santa listing on the flyer.

Window Decorating Contest (Mike Vest/Mark Lancaster)

Mark and Mike will work on when Mike gets back into town.

OTHER EVENTS

Tammy noted that Amy Stech has inquired if we wanted her to organize the Kids' Bash for New Years Eve. Moved by Wanda Marzahl, seconded by Tammy Herrera to move forward with Amy Stech organizing the Kids' Bash. All ayes. Motion carried.

Chairman Logan noted that we will have meetings the 1st and 3rd Tuesdays until Christmas in Harvard. Next meeting is November 1st, 2011 at 5 p.m.

At 6:10 p.m., moved by Wanda Marzahl, seconded by Barb Rowe to adjourn the meeting. All ayes. Motion carried.

Submitted by:
Lori Moller, Secretary