

**EVENTS COMMITTEE MEETING
SEPTEMBER 18, 2007 – 5:00 P.M.**

Chairman Evers called the meeting to order at 5:00 p.m. City Clerk Wells called roll. Committee members present: Laura Evers, Scott Logan, Judyanne Grandmaison, Barb Rowe, Bill Clow, Rebecca Gabrys, Lori Moller and Wanda Marzahl. Member Cathy Pescinski was absent. Also present were Regina Logan and June Vickery.

AUDIENCE PARTICIPATION: NONE

EVENTS COMMITTEE MEETING MINUTES OF 09/06/07 - APPROVED

Moved by Marzahl, seconded by Logan to approve the minutes of September 6th, 2007, as presented. Members voting aye: Evers, Logan, Grandmaison, Rowe, Gabrys, Moller and Marzahl. Bill Clow abstained. Motion carried.

Scott reported that the City Council approved the Events Committee's recommendations pertaining to Jimmy Parhas' proposal for October Fest on October 6th with the exception that the end time for the band was changed to 11 p.m. and parking will be prohibited on the west side of Ayer St. in front of the Masonic Temple.

CHRISTMAS IN HARVARD AND SUBCOMITTEE REPORTS

Marketing & Advertising (Cathy Pescinski and Bill Clow)

Scott noted that an article can be included in the City's Fall Newsletter; Bill and Laura will draft an article for submittal.

Parade (Laura Evers)

The Committee discussed the following areas:

- ☞ Make the parade longer staging at Washington School and ending up at 5 points; Bill Clow will get formal approval to stage the parade at Washington School.
- ☞ Tree lighting – Change to 4:30 p.m. as a symbolic end of the event with carolers to gather at the tree.
- ☞ Involve more businesses and increase student participation. Rebecca suggested having kids dress up in costumes and finding a sponsor for prizes for the various grade levels. The Committee discussed having a separate prize for groups under age 12.
- ☞ Have entertainment with a talent show and costume contest between 3-4 p.m. to encourage people to stay downtown until the tree lighting; Judyanne and Rebecca will head up the Entertainment Comm.
- ☞ Offer cash prizes. Previously discussed was 1st place at \$200; 2nd place at \$100 and 3rd place at \$50. Laura will get together with her committee and have a recommendation for the next meeting for categorizes and prizes.
- ☞ Have the trolley after the parade for 3 hours. Jones co-sponsored the trolley the last couple years with Deans, but will not be doing so this year, so the cost increased from \$425 to \$750, plus tip, to be paid by October 1st. The Committee discussed having two sponsors at \$400 each. The general consensus was for Wanda to contact Tom Condon at Deans first to see if they would like to sponsor the entire amount. Moved by Marzahl, seconded by Clow to submit the payment for the trolley in the amount of \$750 for approval at the next City Council meeting. All ayes. Motion carried.
- ☞ Wanda suggested contacting Leonard's for horse and carriage rides. We could utilize tokens/buttons that say Christmas in Harvard which could be made available through various businesses.

Window Decorating Contest

Laura reported that the Chamber of Commerce has decided not to host the Window Decorating Contest this year and inquired if the Events Committee would like to sponsor the event. This would allow the contest to be open to more than just Chamber members. Total prizes last year were \$400: commercial included two dinner tickets and the traveling trophy and residential monetary prizes were for 1st, 2nd and 3rd place.

Moved by Marzahl, seconded by Clow to add both the Window Decorating Contest and the Parade as Sponsorship Opportunities. All ayes. Motion carried.

Craft Fair

Laura noted that Cathy has mailed out applications already, but will need help with the Craft Fair. the FFA helped man the craft fair the day of the event last year. Rebecca indicated that the Jr. Class Post Prom Committee might be interested; they have a meeting on October 1st. The Class of 2010 (sophomores) might also be interested; Bill will check with Karen McKenzie. Three crafters have reserved spaces; their payment of \$120 has been turned over the City of Harvard for deposit. Additionally, the funds leftover from last year's Christmas in Harvard in the amount of \$1,591.64 has been transferred from the Chamber to the City.

Visit With Santa (June Vickery/Women For Harvard)

June reported that the Women for Harvard would like to sponsor Visit With Santa and inquired how the flyer would read. The flyers will list Women For Harvard as the sponsor. After discussion, the Committee decided to keep Visit With Santa listed on Sponsorship Opportunities, but to list it as already sponsored by Women For Harvard. The Committee discussed language for the banner that Jimmy has offered to get through Pepsi or Coke at no cost to the Committee. The general consensus was the banner should read "Santa Will Be Here, December 1st and list times".

Mrs. Claus

Judyanne reported everything is ready to go and noted that the goal is to keep Mrs. Claus visible, strolling downtown and stopping in the businesses to read a story.

Placemats

Laura noted that selling placemat ads (\$110/per ad) was one of last year's most profitable fund raisers; the general consensus was to do again this year. Scott can print the smaller placemats and charge his cost to print. Everyone needs to pitch in to sell ads and distribute the placemats.

Coloring Contest (Barb Rowe)

The Coloring Contest was sponsored by Harvard Savings last year. Age categories are Pre-K, K-2nd and 3rd – 5th grades. Last year, prizes were simply ribbons. The Committee discussed ways to improve participation and see if we can get prize donations or gift cards from Wal-Mart, Block Buster, McDonalds, etc. The Committee discussed places to display entries; the general consensus was to ask Central School if the entries can be displayed during the craft show with the winners displayed at the bank. Barb Rowe volunteered to head up the Coloring Contest. Scott indicated he could print the coloring sheets and charge his cost to print.

OTHER

The Committee discussed having a website for the Events Committee. Cathy has the software and has volunteered to design the site, but we would need both a domain and host. Scott will work with Cathy and report back to the Committee.

MEETING DATES

The regularly scheduled meeting date of November 20th was changed to November 27th at 5 p.m.

Upcoming meeting dates are as follows:

October 2nd – 4 p.m.

October 16th – 5 p.m.

November 13th – 5 p.m.

November 27th – 5 p.m.

The Committee will decide in November whether or not to meet in December. After the first of the year, the Committee will look at hosting other events, perhaps something for St. Patrick's Day. Wanda suggested an Old Fashioned Country Fair and was asked to put her ideas down on paper for the next meeting.

Judyanne inquired about obtaining a list of committee members and phone numbers. Lori will e-mail a list to members. Scott cautioned everyone to abide by the Open Meetings Act. Laura noted there were a couple of high school seniors who are excited about participating: Megan Nolen and Angela Faler.

BUDGET

City Administrator Nelson has asked the Events Committee to develop a budget for FY08/09; the overall budget will need to include more than Christmas in Harvard. Laura asked that each sub-committee prepare a report identifying their budget needs for the upcoming Christmas in Harvard for the next meeting.

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

Submitted by:
Lori Moller, Secretary