

Millersburg Events Planning Committee Meeting

October 14, 2021

6:00 p.m. Via Zoom



Attendance

Present: Chair Jenny Wolfenbarger, Connie Lepin, Heidi Swirbul, Lorri Headrick, Abby Johnson
Absent: Tina Ferguson, Carlye Schrader
Liaisons: Jim Lepin, City Council Liaison; Scott Cowan, City Council Liaison; Kim Wollenburg, City Liaison

Meeting was called to order by Chair Wolfenbarger at 6:03 p.m.

Approval of Meeting Minutes

Heidi Swirbul made a motion to approve the July 8, 2021, and August 9, 2021, meeting minutes as submitted; Abby Johnson seconded the motion; there was no discussion; and minutes for both meetings were unanimously approved.

Old Business

1) Post Event Feedback

Members felt the 2021 Annual Celebration was an overall success. There was a good turnout; food trucks sold out; and car show turnout exceeded expectations.

Run: Event was well attended (approximately 60 participants), especially considering we skipped a year; the route was well marked; participants and volunteers enjoyed themselves; registration went smooth; and Eclectic Edge Racing was very organized and did a great job keeping everyone engaged.

For next year consider same-day registrations and cutting off pre-registration at 12:00 noon on Thursday so runner packets can be assembled that afternoon and free up Friday strictly for setting up Saturday's events. Promote deadline and same-day registration through social media.

Discussed recommendation by City staff that the Committee be responsible for marking routes and addressing the safety aspects of the run in lieu of City staff. The perspective of the Committee members was that they had intended to manage those aspects of the run, but City staff spontaneously assumed those roles so Committee members assumed that was how staff preferred it. This discussion identified the need for more communication between the Committee and City staff to clarify expectations for next year.

Car Show: Heidi sent a follow-up 'Thank You' email to the car show participants. Received responses with positive feedback on the park, food trucks, that Honor Flight was a recipient of funds from the event, and that they felt very welcomed. A few concerns were shared about the judging. Heidi evaluated the concerns and determined that considering judging is subjective and there were multiple judging groups that there was no wrongdoing.

Considerations for next year include adding a military trophy and allow Honor Flight to judge for that category; bring in more food trucks; and purchase more t-shirts for same-day sale. Leftover shirts can be sold in subsequent years as well.

Jim identified the need to put up a 4' x 8' sign outside City Hall to indicate that participants need to register there first. Scott suggested providing a map in advance to car show participants to identify park entrances, and it was also suggested to provide signage at both ends of Alexander.

Heidi was asked what would make the car show even better. She suggested being able to use the entire park; bringing in more food carts; keeping with the DJ music in the area of the car show; adding artisan vendor booths; and purchasing more t-shirts.

Having three volunteers parking the car show participants worked well; however, more help is needed to set up the parking area the day before, a minimum of three people is needed.

Scott asked if car show vehicles could use their own entrance and all other vendors and food trucks use a separate entrance. Because the Run happens at the north entrance when the vehicles are coming in for the car show, having another entrance is not viable.

Connie asked about the purpose for having two photographers this year. It was clarified that Matt Straite was the sanctioned photographer for the Millersburg Celebration, including all of the events, and the other photographer was a volunteer for the car show only.

Parade: Length of parade was long; consider shortening the route now that people are able to be out and locate themselves on the parade route or increase the speed of the vehicles in the parade. If able to have a full event next year, there would not be time for a parade.

Discussed the citizen concerns about the Confederate flag that was displayed on one of the private vehicles in the parade. The City provided a public response that addressed this and can be found on the City's web site.

Volunteers: Abby identified that some of the volunteers did not receive food vouchers because their spouses had picked up their volunteer shirts so they didn't check in with the coordinator. Would like to have all volunteers check in with the coordinator so they receive everything they need for the day. Also recommend providing more relief for volunteers and giving them specific shift times and assignments in advance so they are fully aware of their commitment and not assuming they are expected to be there for the entire day.

New Business

- 1) Identify Events Supported by Committee: Celebration of Lights & Annual Celebration
Consensus was to maintain the Annual Celebration in September, Celebration of Lights in December, and add a third event in the spring, possibly an Easter Egg Hunt.

Annual Celebration: Several members felt the live music headliner was not cost-effective and made the event go too late. Recommendations were made for using local bands and musicians to provide live music on a smaller stage; continue with DJ music for the car show area; and shorten the event to end at 4:00/5:00 p.m. so there's more time for cleanup at the end of the day. Have a presence at the summer Farmer's Market for people to get excited about the event and pre-register for the run and car show.

Celebration of Lights: Add a Christmas public tree lighting at City Hall and continue the other City Hall decorations, home lighting contest, and parade. Dates associated with these upcoming events are noted below.

Easter Egg Hunt: More discussion and planning to take place on this proposed event.

2) Development of Subcommittee Responsibilities & Expectations Through Work Session with Committee Chair and City Council Liaison Scott Cowan

Jim Lepin has returned to the Committee as an additional City liaison. He and Scott Cowan's roles with the Committee are to be a conduit with City staff. Kim Wollenburg will no longer be representing City staff on the Committee, and Lorri Headrick has assumed the responsibility for taking minutes through the end of the year. These changes come as a result of the City wanting to relieve staff of outside responsibilities due to increased workloads.

Jenny referenced the 2019 document that was created to identify the subcommittees, primarily relating to the Annual Celebration at that time. Through work sessions between Jenny and Scott Cowan they will create an overarching document that will state the Committee's mission and define subcommittee's roles and responsibilities as it relates to the Annual Celebration and Celebration of Lights. The goal with this document is to create a 'playbook' to clarify responsibilities for each subcommittee, set expectations, provide a "job description" when looking to fill positions, and identify any gaps on the Committee. Jenny will add a placeholder in the document for the Celebration of Lights and then send it to the Committee to review in Google Docs. Members are to look at their specific areas, as well as all positions, and make necessary changes.

3) Need for Additional Committee Members Discussion

Two members of the Committee withdrew in the past year and there is room for additional members as well. Consensus was that we need more members to share the responsibilities and to bring in new skillsets and diversity to the Committee. The 2019 roles and responsibilities document mentioned above will be used to outline expectations and required commitment level for recruiting new members.

Adjournment: Committee adjourned at 8:16 p.m.

Upcoming Meetings & Activity Dates

- October 28, 6:00 p.m. - Virtual Meeting (future meetings will return to the first Thursday of each month at 6:00 p.m.)
- City Hall Decorating: November 29 & 30
- Celebration of Lights Home Lighting Contest – Dates to be determined
- Celebration of Lights Float Decorating: December 15
- Celebration of Lights Parade: December 18