

**CITY OF MILLERSBURG
EVENTS PLANNING COMMITTEE
MEETING AGENDA**

April 7, 2022 @ 6:00 pm
Hybrid Meeting

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AGENDA

ROLL CALL

CONSENT AGENDA

- 1) Events Planning Committee Meeting Minutes from February 3, 2022
- 2) Events Planning Committee Work Session Notes from March 2, 2022.

UNFINISHED BUSINESS

None

NEW BUSINESS

- 1) Monthly Report
 - a. When to turn in report
 - b. Voting criteria
- 2) Updates from Sub Committees
 - a. Car Show
 - b. Sponsorship
 - c. Signage & Apparel
 - d. Logistics
 - e. Volunteers
 - f. Kids Fun Zone
 - g. Vendors & Food Trucks
 - h. Stage Entertainment
 - i. Run
 - j. Marketing & Hospitality

FUTURE MEETING DATES

Reschedule May 5th - Jim Lepin and Scott Cowan unable to attend

Millersburg Events Planning Committee Meeting Minutes

February 3, 2022

6:00 p.m. Via Zoom



Attendance

Present: Chair Jenny Wolfenbarger, Connie Lepin, Heidi Swirbul, Lorri Headrick, Abby Johnson, Tina Ferguson, Carlye Schrader

Liaisons: Mayor Jim Lepin, City Council Liaison

Meeting was called to order by Chair Wolfenbarger at 6:10 p.m.

Approval of Meeting Minutes

Tina Ferguson made a motion to approve the November 18, 2021, and January 6, 2022, minutes as submitted; Heidi Swirbul seconded the motion; there was no discussion; and the minutes were approved by unanimous vote.

Old Business: None

New Business:

- 1) **Food Truck/Vendor Position:** Tina Ferguson is filling this vacant position; thank you Tina! She reported that an email was sent to past food trucks, receiving positive response from KettleCorn and Krakelen Wood Fired Pizza. She will also be following up with them by phone. In addition, she sent an email to past vendors and will also follow up with them by phone.
- 2) **Review Application for Open Positions:** One application for Marketing & Hospitality or Run Organizer has been submitted so far. This individual doesn't have experience organizing a run. Jenny will reach out to Eclectic Edge to see if we could possibly increase their services so someone with less run experience would be able to organize the event with their assistance. Jenny will also reach out to Eric Park, former Committee member, to see if he might be interested in helping with the run. Jenny will arrange a separate Committee meeting after the February 8 application deadline to review all applications.
- 3) **Review Sub Committees and Expectations of Members:**

Reminder that Jenny sent out documents for Committee members to review. She received little to no response so far, which indicates to her that everything is good and there are no changes needed. If that's not the case, members need to provide her with feedback now.
- 4) **Confirm Start/Stop Times for Event, Run, Car Show, Kids Fun Zone, Vendors, Business Expo:**
 - a. Car Show – Check-in at 8:00 a.m.; spectators at 12:00; ends at 4:00 p.m.
 - b. Kids Fund Zone – Opens at 10:00 a.m.
 - c. Food Trucks – Suggested to secure coffee and No Nuts for the morning run and early car show spectators.

- d. Music – Suggested artists: Fate 55, Hilltop Saints. Text or email Jenny with other artist ideas.
- e. Jenny will be emailing previous sponsors and Business Expo participants with information.

5) Updates from Sub-Committees

- a. Car Show – Heidi reported that she has emailed registration information to everyone who attended the last two car shows that included a QR code to take them to the website for registration. Increased participant registration fee from \$20 to \$25. There is a \$5 discount for registering before April 1 and for car clubs; encouraging at least five members for car clubs. At least four other car show calendars are advertising our car show.

Still haven't sent funds to the Honor Flight who were the intended beneficiary of last year's show. Data is needed from City staff on the amount that was raised in order to determine the amount of the gift and then send a check. The Committee would like to see this accomplished soon.

- b. Kids Fund Zone – Carlye reported that the vendor used previously for the bounce house is now out of business, so she will be looking for a new vendor. There is one in Portland that can provide all of the items for the Fun Zone; cost is the underlying question. Connie asked whether or not the Committee would want to reconsider a bounce house due to the injury in a previous year. More information is needed on availability and cost before it's decided what will go in the Fun Zone.
- c. Food Trucks/Vendors – Tina reported there were 16 vendors in 2019, so that will be the target for this year. Members recalled that it was difficult to get vendors. Registration fee for vendors is \$40, and \$75 for food trucks.
- d. Sponsors - Jim reported that he is working on a possible sponsorship with Love's Travel Center. Committee will also reach out to previous sponsors. Discussed importance of it not being a hard sell approach and evaluating how much is needed in sponsorships versus approved City funding for the event.

Other Business:

- 1) Email Reminder: If you respond to an email that has been sent to the group, reply solely back to Jenny. If you reply back to everyone in the group ("reply all"), then it constitutes a 'meeting' which has legal requirements for the City.

Adjournment: Meeting was adjourned at 7:20 p.m.

Next Meeting Date/Time: Due to a scheduling conflict, the March meeting will be held Wednesday, March 2, 2022, at 6:00 p.m., instead of the first Thursday of the month.

Events Planning Committee Special Meeting

February 21, 2022

6:00 p.m. Via Zoom



Attendance

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

Meeting was called to order by Chair Wolfenbarger at 6:06 p.m.

Approval of Meeting Minutes

None

Old Business

None

New Business

- 1) Committee reviewed two applicant applications for the Committee: Kim Wollenburg and Amanda Garcia.
- 2) The Committee interviewed both applicants then discussed the two positions on the sub-committees and which applicant would best fit within the parameters of duties. The Committee decided to offer the position of Run Organizer to Kim Wollenburg and the position of Social Media to Amanda Garcia. Chair Wolfenbarger will email the two applicants to let them know of the decision. The City Council will need to formally approve them to the Committee at their next meeting in March.

Adjournment: Committee adjourned at 8:04 p.m.

Upcoming Meetings & Activity Dates

- March 2, 2022

Millersburg Events Planning Committee Meeting Notes

March 2, 2022

6:00 p.m. Via Zoom



Attendance

Present: Chair Jenny Wolfenbarger, Connie Lepin, Heidi Swirbul, Lorri Headrick, Abby Johnson, Carlye Schrader, Kim Wollenburg, Amanda Garcia

Liaisons: Mayor Jim Lepin, City Council Liaison

New Business:

Introduction of new members Amanda Garcia and Kim Wollenburg. Amanda will be taking lead on Marketing & Hospitality, and Kim will take lead on the Run.

Updates from Sub Committees

Sponsorship:

Jenny reported there is no title sponsor (\$6500) yet but have \$5k in other committed sponsors with an additional \$1500 potential return sponsor. Albany Chamber is doing tote bags; \$500 value. Jim is still working with Love's on a possible sponsorship. Refer potential sponsors to the web site (millersburgcelebration.com) or send contact information to Jenny.

Will be sending sponsorship information flyer with the May water bill.

Car Show:

- Eight registrations. Discussed possibility of omitting the car show check-in at City Hall and provide three separate lanes (vendors, food trucks, car show cars) inside the field to possibly improve process for getting cars in. Lorri will get feedback from Michael Swirbul and Don Headrick who assisted with parking the cars, and then share that information with Heidi Swirbul and get her feedback as well.

Signage & Apparel:

Working on City Park banner to advertise the event. Haven't started on apparel yet. Suggestion for logo on car show shirts; a drawing that was submitted by someone last year. Amanda suggested using a photo for one of last year's winning cars to create the t-shirt logo design for this year. The run shirt will be with similar graphic as last year; discussed having "5k Run" and the year on the shirt.

Logistics:

Matt Straite will be taking photos; Jenny will provide a photo checklist. Connie reached out to Republic Services about adding recycle containers. Received quotes from two portable toilet vendors: Better Portable Toilets and Best Pots.

Volunteers:

Abby is sending out an email to past volunteers soliciting their help and asking them to share with friends and neighbors. Send names/email addresses to Abby if know of someone else. Volunteers will work two-hour shifts; receive a food truck meal voucher; and receive an extra drink ticket if they recruit another volunteer.

Kids Fun Zone:

Have secured three face painters and one balloonist so far. Carlye is working with Portland Party Works to determine other options and pricing. There will be a cost increase over previous years because local vendor is no longer available.

Vendors & Food Trucks:

Have confirmed two food trucks, two vendors, and a few business expo participants. Send prospects to Tina.

Stage Entertainment:

Have reached out to two bands with a following in our area.

Run:

Kim will be meeting with Janelle Booth on how to promote the run and will look at previous years' records. Eclectic Edge has flagger trainers. Jenny will text Eric Park about meeting with Kim and Abby.

Marketing & Hospitality:

Jenny turning over information to Amanda.

At the next meeting each person should be prepared to share a quick update on where they're at with their area of responsibility and identify their needs.

Adjournment: Meeting was adjourned at 8:01 p.m.

Next Meeting Date/Time: April 7, 6:00 p.m.