

EVENTS COMMITTEE MEETING MINUTES

May 17, 2022—5:00PM

In attendance

Committee: Judy Rolfe, Debbie , Viv Duffield, Katie Doble, Katie White

Visitors/Volunteers: N/A

Meeting called to order: 5:10 PM

Previous Meeting Minutes

- Approve minutes from 1/18/22, 2/15/22, 3/15/22, 4/12/22
 - All above minutes approved with exception of 4/12
 - *Motion made by Judy to approve, seconded by Debbie, and agreed to by all present*

MEETING MINUTES: MAY 17, 2022

- SUMMER CONCERT SERIES
 - Sponsorship
 - Target businesses: Reach out via email, phone, in-person
 - *See Summer Concert Series Sponsor Outreach Tracker for discussed names / outreach*
 - Messaging & benefits
 - Use tiered sponsorship levels for monetary value, volunteers, or other “needs” (e.g., signs)
 - Hannaford ask for monetary donation or gift card
 - Update benefits (e.g., remove reference to mobile storage)
 - Banner specifically for this event - banner with only logos
 - Katie D. to come up with draft letter and circulate to committee for review
 - For Thornton sponsors incl.: “Thank you for supporting your town”
 - Use sign design on sponsor letter
 - Promote sponsorship via Facebook page + signage (after soliciting individual businesses)
 - Signs and publicity
 - Judy shared first draft of banner
 - Discussed balancing design with information communication
 - Reusing last year’s outwork
 - Same sign will be used for the street + local businesses + anything else
 - Add QR code
 - Police / traffic light sign at school - reach out to Dan closer to events
 - Money permitting, create t-shirts for volunteers

- Logistics (volunteers, lemonade stand, etc.): Discuss in detail next meeting
 - Begin volunteer outreach now [setup, breakdown, lemonade stand + snacks]
 - Debbie to create worksheet for volunteer sign up - total of 8 volunteers (incl. committee members) per event
 - 2:30 - 3:30 | Set up [x2 ppl]
 - 5:30 - 6:30 | Take down [x2 ppl]
 - 3 - 4:30 | Snacks [x2 ppl]
 - 4:30 - 6 | Snacks [x2 ppl]
 - Committee all volunteering at 2 concerts each
- Cost spreadsheet (last year vs. this year planning)
 - Judy to send out draft for review email
 - Proposed purchases: (1) one commercial easy up, (2) two folding tables
 - *Motion made to purchase above items by Judy and seconded by Debbie; approved*
- Venue payment, gift, etc.
 - Need to pay venue for use of grounds; get enough sponsorships so that we can pay them \$500 - \$1000
- Misc. Notes
 - Donations at the events (passed till) paid for the bands last year; hoping for same outcome this year
 - Introduce a "discover Thornton contest / trivia" at the concert series [Debbie]; announce winner at the end
 - Porta Potties at entrance to campground, but Judy to reach out to Brad re potential to add one closer to the concert venue and confirm cost (\$150/summer last year)
 - Reach out to companies and ask them to donate use? Likely too difficult / cost intensive in current climate
 - 250-300 attendees across all concerts last year
 - Email signs to all schools before they close

Calendar Review

- Next Meeting June 14, 2022

Adjourn Meeting: 6:30 PM