

FESTIVAL COMMITTEE MEETING

January 15, 2018

CALL TO ORDER at 5:00pm

ROLL CALL OF MEMBERS: Allen Blood, Sanford Miller, Gary Schilling and Linda Post. Also present: Ken Thiede, Wendell Smith, James Kauffman and Cinda Johnson.

PROOF OF PUBLICATION: MOTION Miller, second Schilling. **MOTION CARRIED**

PLANNING FOR 2018 FESTIVAL:

- Ken Thiede was present to provide information on Microbrew festivals/walks. He has been one of the organizers with the Richland Center UW Brew Fest. Ken explained the difference between microbrew and homebrew and what percentage of homebrew can be included in a brew fest; requirement of a license bartender; limit number of samples by having a wristband that can be punched; not an all-day activity – just 2 to 3 hours; and general flow of visitors.
- Gary will contact Library to see if there can be some of activity in there – speakers or something.
- Krueger Pyrotechnics from Cuba City will use our 2017 firework deposit towards our 2018 show. 2018 fireworks show will cost \$6,000.
- Cinda brought up the idea of adding Bucky and UW Spirit Squad to the parade. The charge would be approximately \$1,300 – Cinda will get more information.
- Sanford will organize the parade again this year. Need to come up with a theme and a Parade Marshall.
- Bands/DJ – some type of music for Saturday afternoon – Allen will work on this.
- Tractor Pull – Allen will check with Victor Powell to see if he wants to coordinate that like he did a couple of years ago. Need to find a location.
- Speakers for St John's – Linda has made contact with Inga Witcher Orth. She was here in 2017 and her charge was \$600. Linda will make more contacts to have speakers at 1p, 2p and 3p
- Art Fest at St John's? Linda will make contact with St John's Holy Name Society to see if it would be possible to have an Art Fest in the gym along with the annual pancake breakfast.
- Spokesperson will be Jill Machovec along with Lori from Concept Communications.
- Linda will be working on letters for sponsorship, tasting room and art fest.
- The Legion will once again do the buying/selling of mushrooms, sponsor Spurgeon winery and also this year will do the hamburger stand in the parking lot.
- J & J Party Bus from Avoca has contacted the Police Department about being the safe ride for the same price as the other company - \$600. He would also be available during the day for tours. Cinda will contact J & J to discuss availability of doing tours.
- Vendor price – same as previous years.
- Linda will work on Facebook and website.
- Allen got information on a large raffle item like we discussed last fall. It was decided not to do that this year.

The Village has received information from Grant County Tourism Council on an opportunity to apply for a grant of up to \$2,500 for either a new activity in Grant County or to expand an existing festival. The Village Board has referred this to the Festival Committee. The Committee discussed the potential of receiving grant funds and it was decided to pursue this opportunity. Linda and Cinda will work on the grant application, which is due February 9th, to request funding for the Brew Fest and adding Bucky Badger and UW Spirit Squad to the parade.

RECOMMENDATION ON DONATION OF FUND BALANCE:

After discussion it is a recommendation to donate \$10,000 of previous years funds for improvements to the Riverside Park and to use proceeds from 2018 for the same – playground equipment, boat launch, handicap accessibility at boat landing.

Next meeting: February 5, 2018 at 5:00pm

ADJOURNMENT: MOTION Schilling , second Miller. **MOTION CARRIED.**

Cinda Johnson, Administrator Clerk