

DOWNTOWN EAU CLAIRE, INC.
Festivals Committee
March 24, 2010

Planning Conference Room

8:00 a.m.

Members Present: Gwen Schuppel, Robin Moses, Caroline Roback, Nancy Knocke, Ken Knocke, Stan Carpenter, Tami Schraufnagel, Lorraine Dixon,
Staff present: Mike Schatz, Cindy Graffeo, Jessica Cather

The meeting was called to order at 8:00 a.m. There was a motion to approve the minutes from January 10, 2010. Motion was seconded and motion carried.

REVIEW OF FESTIVAL BRAINSTORMING SESSION

The meeting that took place on March 16 was very positive. One topic of discussion was the South Barstow street reconstruction project slated for 2011. At this time, the reconstruction of Hastings Way has not allowed Public Works ample time to begin holding sessions with the downtown businesses, so it is possible that the project may not take place until 2012.

The main topic of discussion focused on how to enhance the festivals. There were many ideas suggested such as:

- Create a button program
- Charge vendors a booth fee
- Create a big-ticket raffle
- Recruit youth organizations to perform/volunteer/participate
- Save money by using free bands or bands that provide their own sound
- Schedule the events differently
- DECI should eliminate or limit participation in events like the Red Event and Pink Event
- Hold a Dragon Boat event (either as part of SummerFest, or as a stand-alone event)
- Partner with EC Optimists for them to hold a Chili Cook off.
- Create a food ticket program (like Country Jam)

Mr. Schatz indicated that there were four DECI board members in attendance as well and that these ideas would be discussed more at the April DECI board meeting. Mr. Knocke said that there was good input from the businesses that usually don't participate in the festivals committee. He would like to see these meetings continue on a more regular basis. Mr. Schatz said that having the businesses set the meeting date worked well for DECI and asked that they set up another date in late April or early May.

Ms. Schraufnagle and Ms. Roback both suggested expanding the festival further down North Barstow and utilizing Phoenix Park. The concern from the South Barstow businesses is that if the festival moves to the park, it may never return to the street. Mr.

Carpenter reminded the committee that power is always an issue and must be considered no matter where the event is held.

Ms. Schraufnagel suggested that Paula Dusick would be a good resource for the dragon boat races. Mr. Carpenter said he would like to see the trail system incorporated more to draw in more people from other areas. He offered the idea of a bicycle poker run.

Ms. Dixon suggested that someone confirm with Scott Bjorgo that is DECI's intent to contract with the Tri-County Cruisers for the carshow this year.

SUMMERFEST

Mr. Knocke asked what resources we use for advertising and whether public radio had been utilized. Ms. Schraufnagel suggested creating a trade with them using Downtown INK. Mr. Carpenter suggested that there are many ways we do advertise including free press from the Leader Telegram and media interviews, facebook, event calendars, press releases and community television. We try to be as broad as possible. Mr. Knocke suggested that bag stuffers be utilized more by downtown businesses and it was suggested that DECI would provide the information and the businesses could create their own stuffers.

Ms. Dixon asked if car dealerships are approached for sponsorship and suggested that Eau Claire Ford may be interested. There was also discussion on getting a car donated/leased as a major prize.

An RFP needs to be sent out for the beer distributor for the Leinie Lodge. There were also suggestions of getting Cap n Corks or Riverbend Winery involved this year. Ms. Schupple suggested getting more service organizations involved to expand the number of people in the process. The idea of adding old fashioned games (egg toss, sack races, etc.) either to replace the inflatables or to enhance the area came up. The idea of selling buttons was discussed to help show support for downtown. Benefits of buying a button need to be explored such as getting a percentage off at a business or having a raffle number imprinted on them that various businesses post for small prizes. Service organizations could sell the button and there could be a button design contest.

A couple other ideas included contacting Andrew Werthman to see if the Community Garden would want to get involved for a trade of booth space, looking in to biodegradable balloons for a nighttime balloon launch, getting the theatre groups to perform a play in Phoenix Park at night and have a wine tasting attached to the event, and having a BBQ cookoff. The committee suggested calling the various service organizations in town and offering space for them to host their own event during Summerfest. Ms. Schraufnagel also suggested that the Coalition Blues Festival may be interested in getting involved.

There was lots of discussion about implementing a ticket system for the food vendors. This would include both downtown food establishments that set up outside and vendors

coming in to sell food. This would help DECI get an idea of how much the vendors are making and also allow for DECI to recoup a percentage of sales from the vendors (not the downtown restaurants.) The agreed pricing schedule is as follows:

TO SET UP IN THE STREET:

Downtown Business: \$100

Downtown DECI Member: \$50

Non-Downtown DECI Member: \$75

Non-Downtown Food Vendor: \$120

Non-Downtown Craft Vendor: \$75

DECI would need to find a sponsor to underwrite the cost of printing the tickets and work with a bank to get sealable bags for each vendor's tickets. Also, each vendor could have a separate contract to negotiate percentage of sales and whether they get price breaks for being repeat vendors.

ADJOURNMENT

The meeting was adjourned at 9:50 a.m.

The next committee meeting is set for April 28, 2010 at 8:00 a.m. at City Hall in the Planning Conference Room

Respectfully Submitted,
Jessica Cather
Marketing & Promotions Coordinator