

DOWNTOWN EAU CLAIRE, INC.
Festivals Committee
April 14, 2010

Planning Conference Room

8:00 a.m.

Members Present: Caroline Roback, Nancy Knocke, Stan Carpenter, Tami Schraufnagel, Dan Goelzer, Lynn Goelzer, John Curtis

Staff present: Mike Schatz, Cindy Graffeo, Jessica Cather

Mr. Carpenter called the meeting to order at 8:02 a.m. Mr. Carpenter made a motion to approve the minutes from March 24, 2010. Motion was seconded by Mr. Curtis and motion carried.

SUMMERFEST 2010

American Strongman Update

Ms. Cather said that the DECI board approved of the partnership with the Eau Claire Area Sports Commission and the opportunity to bring in the American Strongman Competition. Ms. Cather has been working with Michael Strubel from Visit Eau Claire to determine the best location. Right now the preferred location is on the Barstow Street Bridge. Ms. Cather was asked to verify that the event insurance purchased will also cover the Strongman Competition.

Assignment of Various Tasks

Ms. Cather asked for volunteers to assist in various Summerfest research tasks.

- **Signage Needs/Locations:** Tami Schraufnagle and Caroline Roback agreed to research ALL possible locations for signage, both pre-event and day of event.
- **Potential Sponsor List:** Stan Carpenter and Caroline Roback agreed to put a comprehensive list together of ALL possible Summerfest sponsors, including the entire Eau Claire community. They were also asked to research and pick out the top 10 that should be approached first based on their annual giving, special interests, or compatibility with our event.
- **Value of Summerfest marketing:** Tami Schraufnagel offered to ask her husband Bob if he would be interested in helping to determine the face value of the marketing that we currently do for Summerfest and use this to put a total value on the sponsorship packages that we offer. By showing the total value, this will help potential sponsors see the true marketing value of their sponsorship. It was also suggested that possibly Gwen Schuppel may be interested in this task as well.
- **Revenue Generating Ideas:** There have been several ideas for revenue generation that need follow up. Mr. Carpenter, Ms. Roback, and Ms. Graffeo offered to take a couple specific items off the list to follow up with. List is attached.
- **Sponsorship Added Value:** No one volunteered to assist with this task at this time. This task involves determining what things we can add as value to our sponsors such as additional signage, tickets, hospitality or others.

Each of the people who volunteered to help with the above tasks will report at the April 29 meeting with their ideas and findings. John Curtis also volunteered to talk to his contacts for additional car and tractor displays. He will also report at the next meeting.

The committee requested a complete summary of Summerfest including expected budget amounts, summary of activities, and dates and times for all activities. Ms. Cather will prepare this and email it out.

ADJOURNMENT

The meeting was adjourned at 9:15 a.m.

The next committee meeting is set for April 28, 2010 at 8:00 a.m. at City Hall in the North Conference Room; 2nd Floor.

Respectfully Submitted,
Jessica Cather
Marketing & Promotions Coordinator