

MINUTES OF MEETING
OF
SPRING CITY TOURISM AND EVENTS COMMISSION

DATE: January 23, 2024

ATTENDEES: Stephania Motes, Kristin Urani, Ricki Dash, Jody Bauer, Robbie Harvey, Tony Wesolowski, Woody Evans, Stephanie Strader

Meeting called to order at 6:32 p.m.

Our January planning meeting is scheduled for February 17, 2023 from 9:00 a.m. to 12:00 p.m.

Stephania submitted an after action report for the Lighting the Way to Christmas event. Our net was \$5,520.45.

See attached.

Stephania gave some feedback on the report. We only had four ornaments. She also stated that if we can't do the ornaments then we shouldn't advertise them. Kristin plans on getting a different stamp for the ornaments with the hope that we can start selling them in August. It was agreed that research will be done for the larger size stamp with the information to be at the February meeting.

Jody motioned that we have the Spring City Blooms Festival on May 4, 2024. Tony seconded the motion. All were In favor.

We need to get prices for the event signs for the Spring City Blooms Festival.

We will be checking with Jacob and Keener regarding the poster signs and fliers, possibly offering them a sponsorship in lieu of payment.

Banners: We will need for the town and 2 for Dayton and maybe one at the Welcome Center. So far, we need signs for Market and Main, the Bypass, Junction of 68 and 27. Kristin will research prices.

Stephania will research what signs we have from last year with the possibility that we can change the date.

Marketing: Boosting be on Facebook and Instagram. Ads to be up no later than thirty days before the event. It will be on the Visit Spring City page.

Robbie made a motion that we charge the following:

Vendors - \$40.00 or \$50 if electricity is needed
Food vendors - \$65.00

Jody seconded the motion and all were in favor.

Stephanie made a motion to set a budget of \$75.00 for the boosting on social media. Jody seconded and all were in favor.

Stephania is going to get pricing for advertising in the newspapers.

Entertainment:

\$1,200.00 for the stage (we need to get sponsors)

Suggestions for entertainers:

Blue Grass Hardware Band - \$500.00

Naomi Ingram - \$100.00 an hour

Tony made a motion that we get the stage rented. Jody seconded. All were in favor.

Stephanie is going to check on the bands.

Tony is going to check on a petting zoo and farmers market.

It was suggested that we have carriages, hayrides, map of vendors and event schedule.

Stephanie stated that the State has change regulations with regard to open meetings. We must have the agenda posted by no later than 48 hours before the meeting.

Meeting was adjourned at 8:07 p.m. Motioned by Jody Bauer and seconded by Tony Wesolowski.

2023 LIGHTING THE WAY TO CHRISTMAS
AFTER ACTION REPORT

<u>REVENUES</u>		<u>2022</u>	<u>DIFFERENCE</u>
SPONSORSHIPS			
HORSE & CARRIAGE	\$ 3,500.00	\$ 2,500.00	\$ 1,000.00
ST NICK & MRS. CLAUS	\$ 1,000.00	\$ 500.00	\$ 500.00
DEPOT/TREE/CABOOSE	\$ 1,000.00	\$ -	\$ 1,000.00
LAMP POSTS	\$ 2,050.00	\$ 3,750.00	\$ (1,700.00)
MISC REVENUE			
GENERAL DONATIONS	\$ 100.00	\$ -	\$ 100.00
ORNAMENTS	\$ 40.00	\$ 480.00	\$ (440.00)
VENDORS	\$ 150.00	\$ -	\$ 150.00
TICKET SALES			
HORSE & CARRIAGE	\$ 1,505.00		
SANTA	\$ 240.00	\$ 2,061.92	\$ (316.92)
GRAND TOTAL	\$ 9,585.00	\$ 9,291.92	\$ 293.08
<u>EXPENSES</u>		<u>2022</u>	<u>DIFFERENCE</u>
PORT-A-POTTIES	\$ 170.00	\$ -	\$ 170.00
WOOD BURNER	\$ 26.05	\$ -	\$ 26.05
KEENER/BANNER	\$ 95.00	\$ 1,575.00	\$ (1,480.00)
HERALD NEWS	\$ 96.00	\$ -	\$ 96.00
HORSE/CARRIAGE RIDES	\$ 2,800.00	\$ 2,000.00	\$ 800.00
KILBY'S GRAPHICS	\$ 300.00	\$ -	\$ 300.00
TONY - BOARDS	\$ -	\$ -	\$ -
SUPPLIES FOR LAMP POSTS	\$ -	\$ 2,858.96	\$ (2,858.96)
SUPPLIES FOR SANTA PICTURES/GENERAL			
SIGNAGE/TICKETS	\$ -	\$ 562.78	\$ (562.78)
ENTERTAINMENT	\$ -	\$ 300.00	\$ (300.00)
REFRESHMENTS AT CITY HALL	\$ -	\$ 77.58	\$ (77.58)
HARDWARE MATERIALS	\$ -	\$ 1,468.54	\$ (1,468.54)
LABOR	\$ 577.50	\$ -	\$ 577.50
GRAND TOTAL	\$ 4,064.55	\$ 10,864.86	\$ (6,800.31)

\$ 5,520.45