

KURE BEACH
ANNUAL STREET FESTIVAL COMMITTEE MEETING
NOVEMBER 28, 2011

The meeting was called to order at 2:00 pm at Kure Beach Town Hall with the following in attendance:

Debbie Price	<u>Absent:</u>
Lore Eccleston	Ann Doran
Sharon McGee	Anne Brodsky
Dean Lambeth, Council Liaison	
Nancy Hewitt, Town Hall staff	

1. Introduce two new applicants and interview

Everyone at the meeting introduced themselves to the two, new candidates for membership on the committee: Harriet Owsley and Linda Mason. Debbie then asked the candidates to introduce themselves and tell a little about their background.

Linda Mason gave her family background and said she was involved in lots of activities with her children in which she assisted in the planning and execution.

Harriet Owlsey said she was a retired pre-school and elementary school teacher, mother and volunteer for many organizations.

Debbie Price asked the committee members if they would like to approve them for membership on the committee, to which all members agreed. She said she would send a note to Nancy Avery, Town Clerk, asking her to put Linda and Harriet on the December 5th council agenda for approval by Town Council.

2. Island of Lights Parade Float for Annual Street Festival Committee

Debbie said that Sonny Beeker, Director of Public Works, will have a float for this year's Island of Lights Christmas Parade to be held this coming Friday, December 2.

Dean said that the float should be driven down to take its place in the parade lineup ahead of time to make sure it gets there in time, since it's such a big float.

Debbie asked everyone who wanted to ride on the float to meet at Katie B. Hines Senior Center in Carolina Beach around 6:45 pm. The group will walk over to the float around 7:00 pm to board the float for the 7:30 pm parade start. Some people will leave their cars at the Federal Point Shopping Center, where the parade route ends, in order to drive people back to their cars at the senior center.

3. Corporate Sponsor Contact

Dean said he would send out letters to corporate sponsors to seek donations for this year's festival. He will work with Nancy Hewitt to send letters to everyone on last year's list in addition to PPD, L&L Tents, Griffin Estep Insurance and Wilmington Machinery. Mentioned in this year's letter will be Kure Beach's 65 Anniversary to be celebrated in 2012. Dean asked Nancy to give Debbie the mailing list before sending out the letters in case Debbie has suggestions on additional sponsors.

4. Festival Location

Dean thinks that the Kure Beach Oceanfront Park will be completed by the time the festival is held, but suggested that Joe Eakes Park should be left open as an option.

Lore Eccleston stated that her vendors didn't like last year's location at Joe Eakes Park because of low sales, and they probably wouldn't want to be in it if it was held there again this year. The festival didn't get the business that it has in the past when it was held on K Avenue near the pier.

Debbie said that they would hope to have it at the Oceanfront Park but it might have to be held at Joe Eakes Park, worst case scenario.

Sharon said that the increase in attendance at the Atlantic Avenue location is from people coming up off the beach to participate. Nancy said they also see the festival as they're driving along Fort Fisher Boulevard.

5. Budget

Debbie said that the committee has \$8,000 in their budget this time. She reviewed last year's expenses with the group.

- The festival spent 97% of its budget last year.
- This included the income received from vendor booth rentals and corporate sponsorship.
- Must-have expenses will always be for sound system, bands, port-a-johns, signage and fireworks.
- Public Works staff and police and fire department staff are also needed each year.

6. Music

There should be three bands at the festival. South of K bluegrass band will be at the festival, like usual. Debbie suggested the Mako Band be brought back and asked for additional input.

Lore said she'd love to see 'The Imitations' perform, but they are an expensive band.

Harriet volunteered to call them to see how much they'd cost.

Dean suggested that Chrome Cowboys was another good band that he saw perform during the summer concert series. He said that the tent for the bands will need to be moved to the baseball field if it's held at Joe Eakes Park. The basketball blacktop that was used last year for the bands has been repaved. So, no tent stakes will be allowed to be hammered into it.

7. Signage

Debbie said they would like to have professionally-made signs this year, especially if the festival has to go back to Joe Eakes Park. Last year's signs weren't very helpful.

8. Festival T-shirts

Debbie said that Ann Doran wasn't able to make it to the meeting, but she is the person responsible for coordinating the festival t-shirts. They were thinking about putting dolphins on this year's t-shirts. It was mentioned that something about the 65th Anniversary should be put on the t-shirts, as well.

9. Promotion/Marketing/Advertising

Debbie said that Anne Brodsky is still on the committee and had planned to be its marketing coordinator, but she is dealing with a family health issue at the moment.

Nancy said that last year she designed and printed the flyers, added the festival information to "events" websites and emailed a press release to her media list which contains television and radio stations, newspapers, realtors and other media outlets.

Debbie asked Nancy to find out the cost to run a 4"x7" ad in the Wilmington Star-News to advertise the event. This could include a list of the festival's sponsors. She also asked that Nancy look into advertising the festival in the local tourist guides.

Nancy suggested adding a line in the letter going to corporate sponsors that their business will be listed in the advertisement; that might bring in more support.

Dean suggested Nancy find out who runs the tourist Channel 3 on Charter Cable to see about advertising the festival on that station.

Lore asked Nancy to look into having the information posted with Triple-A, if there is a way to do that.

Sharon suggested we try to get a display from the 'IRON MAN' movie that will be filmed here, perhaps talk to "One Tree Hill "producer that lives near Bill McGee.

Harriet asked if the Town had a Facebook page. Nancy responded that it does, but that the Tourism Development Authority controls and updates it.

Debbie said she would ask a friend who has lots of connections on his Facebook page to post the festival and suggested that everyone ask their friends to advertise the event on their Facebook pages to get the word out.

10. Food Vendors

Potential food vendor ' The Grill" from Shallote will be visited. Vendors not happy with location at Joe Eakes Park and many said they will not return. Harriett and Lore will look into the Food Trucks .

11. Craft Vendors

Vendors not happy with location at Joe Eakes Park and many said they will not return.

12. Commercial Vendors

Had poor participation in 2010.

13. Children's Bounce Castles

Nancy Brigham will not be here on Festival day but will get volunteers to man the castles. Debbie Price will contact the vendor.

Dean will contact Steve Bowman regarding having Castles in his parking lot.

Other potential locations is between Pier house Restaurant and the Pier – where Porta Potties are usually located or in overgrown lot at 'L'... ground would need improvement and owner approval.

14. Clown

Debbie Price asked the committee if they wanted to have the clown again this year, as it was very popular last year.

15. Kites on the Beach

Debbie said that someone suggested we invite the Kite Club that was at Wrightsville Beach a few weeks ago to attend the festival. She sent an email inquiring of their interest.

16. Car Show

Location in question. If Festival is at the beach there will not be an auto show.
Will still look for a Race Car.

17. Fireworks

Need a sponsor