

## Festival Meeting 4/26/2011

Folks present: Don Albright, Heather Jadot, Willie Meadows, Charlie Moore, Dave Moore, Jeffery Poole, Joe Proctor, Rhonda Savage, Joe Williams, Jim Wolfe

Don Albright reported that the hospital had been approached about sponsorship for \$1000.00 and said yes to this request. It's necessary to send out a fund raising letter (separate from the Chamber or Town) which will include a layout of degree of fundraising opportunity. Example: \$1000.00-Gold Sponsorship, ? -Silver Sponsorship. Levels of support=advertising for that sponsor.

Joe Proctor stated that he would draft a letter for donations and/or future events for the foundation.

Willie Meadows from the Vendor Committee has asked for help getting more Craft Vendors. He has 43 local vendors so far but wants more and will be reaching out to the next level geographically. Email is the best way to contact Willie, [shencaveman@shentel.net](mailto:shencaveman@shentel.net) if you have contacts to send him. He's trying to find a vendor who offers just funnel cake. Bob Estep's name was mentioned.

Jeffery Poole spoke with Mark Miller, (who is having a function at his business location the same weekend and is hosting wine tasting,) has offered sponsorship for the town function but understands his business would not be advertising with the town since the festival is alcohol-free. Jeffery also mentioned using the field behind the Fire House perhaps for the children's functions. The Vendor Committee will discuss this possibility.

Joe Williams from the Music Committee has had conversations with some musicians and some potential leads but no commitments yet.

Don brought up the question, "What are the main expenses going to be?" Advertising, office supplies music as well as a website & website maintenance. Sponsorships will form the foundation to cover these expenses. "Any money left from the festival can be rolled back into next year's festival." Form a pool/resource for the following year.

Jim Wolfe was present last night and supplied a copy of Virginia Festivals newspaper which lists upcoming Festivals and the possibility to advertise. Jim also mentioned if it was desired to reach out to more vendors he would offer his property on the East side of Main St. and put the vendor fee" back into the kitty."

Willie Meadows volunteered his idea of sending out a "Chamber Chatter" type of mailing that would let people know before the Festival that it was taking place and invite them and to send another mailing shortly after the Festival to share with the community the results of the function and to encourage involvement next year.

It was also mentioned the importance of having a main afternoon attraction to draw attention/excitement from the public as well as momentum of sales and activity for the vendors.

Rhonda suggested printing several of the "Town" T shirts for those working the function to wear so that the public would know who the workers are.

The next meeting is scheduled for May 17th @ 7:00 PM. Looking forward to seeing you then.

Thank you, Heather