



TOWN OF SPRINGDALE

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Minutes of the Zion Canyon Music Festival Committee
Regular meeting on Wednesday February 17th, 2016,
At SPRINGDALE TOWN HALL, 118 LION BLVD., SPRINGDALE, UTAH.
MEETING CONVENED at 1:04 PM

PRESENT: Julie Hancock, Dawn Brecke, Alex Pelton, Lex de Azevedo, Jen Thompson and Rick Wixom via telephone.

Discussion:

Finances: Dawn Sanders & Rick Wixom

- Rick drafted a budget. He put in numbers that were consistent to last year's budget with an increase in staff time. He omitted the kid's zone budget by error. (\$5.00 admission for both days for the Kid's Zone was decided in the January meeting). It will be added back in. Lex suggested he may know of some bounce houses that we may be able to use to help save on budget for kid's zone. Julie also said she was in contact with the National Guard about their climbing wall too.
- Rick asked for numbers to be submitted and locked in by April 1, 2016 for the budget.

Marketing: Lex de Azevedo II

- Lex proposed another fundraiser that could be modeled after the Summerfest fundraiser, but in the spring, possibly located at the CCC. Possible dates were discussed along with the promotion, theme, bands or having Lex DJ. A tentative date of May 14th was decided on and will be discussed at the next meeting. Lex will do further research for other events to make sure there will not be a conflict.
- A List of Newspaper and Magazine and dead-lines was given to Lex to handle. There was a discussion of each paper/magazine and the committee agreed to advertise in them again.
- There was a discussion about numbers reached. Lex said it was hard to track magazine/newspaper ads. The one we can track is Facebook. We were able to reach 20,000 people for \$223 (10 days of advertising) and 99 RSVP responses. Rick asked about Word Press and a google analytical plug-in. Lex said we can set that up if needed to help track numbers.
- Lex made Alex an Administrator on the ZCMF Facebook page so he can respond to messages from prospective bands.
- Misc. marketing was discussed. Posters, flyers, postcards. Dawn suggested that we hand some of the postcards out on the parade route to help promote the event. The committee agreed this would be a good opportunity for advertising. Banners were also discussed and the locations for those banners. Lex will talk to S&G Marketing about banner locations in Washington that they have used before.
- Melynda Thorpe was working on the poster design. She was unable to attend the meeting today.
- Signage needs identified (Rick) was discussed and will be talked about at a later meeting. This is for on-site needs.

Bands: Alex Pelton

- Alex will start looking for bands for Summerfest.
- Alex said Keith from Wasatch Brewery was in.
- Band Line up and schedule for Friday was tentatively The Ghost Town Line Up and the Rainbow Girls so far. Alex said he was working on other possibilities with Dennis and Max. Alex needs to give Dawn the formal contracts of the bands once he has them.
- Alex received a copy of the new band rider and will read through it.
- Alex has reserved 28 Rooms for the bands, he was still in the process of talking with other hotels to secure other reservations. Rick wanted to make sure we have something in writing with the comp rate for these reservations.
- Performance Audio has agreed to do the big stage for \$8,000 (lighting, sound & stage). We are still seeking bids for the second stage from Poll Sound and Dustin Taylor.

Vendors: Julie Hancock

- Julie will email a list of sponsors to Melynda as requested.
- Online vendors need to be updated. Julie has a hardcopy that will be given to Rick for update. Alex will look online for food vendor update.
- Alex will call Zion Brion and Shandee at Wildcat Willies.

Sponsors: Julie Hancock

- Julie sent letters to previous sponsors.
- Julie was working with Melynda Thorpe for new sponsors

Volunteers:

- Alex suggested that we put an article into the newsletter advertising for the volunteer coordinator. Julie will ask Rick to do that. Lex will put an ad on the ZCMF Facebook page advertising for a volunteer coordinator as well.

Next Meeting will be held March 16th at 1:00pm

Meeting Adjourned 2:05PM