



TOWN OF SPRINGDALE

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**Minutes of the Zion Canyon Music Festival Committee
Regular meeting on Wednesday January 20th, 2016,
AT SPRINGDALE TOWN HALL, 118 LION BLVD., SPRINGDALE, UTAH.
MEETING CONVENED at 1:33PM**

PRESENT: Julie Hancock, Rock Wixom, Dawn Brecke, Garen Brecke, Alex Pelton, Lex de Azevedo and Jen Thompson

Announcement: There was a general announcement by Julie on the organizational chart and assignments. Regular core meetings will be held the 3rd Wednesday of the month at 1:00PM.

Discussion:

Finances: Dawn Brecke & Rick Wixom

- The budget will be worked on in February.
- There was a discussion for an increase on the admission price from \$5.00 to \$10.00 and to charge for 18 & older.
- There was a discussion on the kid's zone and admission.

The Decision was made to seek out more sponsor money to offset the cost increase so we are able to continue to charge \$5.00 per person 21 and older at the door per day and charge \$5.00 for the kid's zone for both days.

Marketing: Lex de Azevedo II

- There was a discussion of a website update for sponsors links and access. Lex was working on that.
- A new poster design was discussed and it was determined that an artist challenge was unsuccessful.

It was decided to ask Eva Pelton first to see if she can come up with a design and if not we will go to the next person, Lex may have suggestions later.

- Time line for the poster artwork was discussed. We need the artwork for the poster submitted by May to be able distribute the poster no later than July 15, 2016
- Lex and Julie will work on the List of Newspaper and Magazine and dead-lines.
- There was a discussion of what to add on to the Facebook page/Website. The solicitation of vendors and sponsors was the vote.
- Lex has also suggested a little promo video of commercial that he is working on (30 seconds) that can be updated each year.

Bands: Alex Pelton

- There was a discussion of the Band Line up and schedule and to possibly extend the budget from \$7000 to \$8000 to help accommodate bands that might possibly come back from previous years. Alex will continue to solicit bands and see where we are.
- Rick and Alex will update and develop band rider and possibly add a map.
- There was a discussion of the 2nd sound stage for new quotes for sound. Lex said he would reach out to Dustin Taylor.
- Alex will speak to the man that does the Las Vegas Music Festival for ideas for the sound stage/bands.

Sponsors: Julie Hancock

- There was a discussion about the sponsor letter that Rick and Julie had been working on along with the levels of sponsorship, poster and logos. Lex has the sponsor letter to read through and give back to Julie to send out ASAP.
- We will be scheduling a separate sponsor meeting later.

Volunteers:

- We are still in need of a volunteer coordinator.

Fundraiser Development/planning

- Summer Festival- It was discussed that we will follow the same model as last year and have our big fundraiser in July.

Next Meeting: February 17, 2016 at 1:00PM

Meeting Adjourned: 2:30PM