



TOWN OF SPRINGDALE

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**Minutes of the Zion Canyon Music Festival Committee
Regular meeting on Wednesday April 20th, 2016,
At SPRINGDALE TOWN HALL, 118 LION BLVD., SPRINGDALE, UTAH.
MEETING CONVENED at 1:15 PM**

PRESENT: Julie Hancock, Patsy Chaffin, Alex Pelton, Lex de Azevedo II, Dennis Gregz and Jen Thompson

EXCUSED: Rick Wixom and Dawn Brecke

DISCUSSION:

Julie will ask Dawn to reserve the portable toilets with the same vendor used at the ZCMF last year.

Marketing:

Website Updates- Lex stated that there were no new website updates as far as he was aware, other than specific details that needed to be announced as they come.

- Julie asked to have Gold Zero left on the website as a sponsor for their in-kind donation and wanted to make sure Brianhead was taken down. Lex had already taken care of this. Julie also let the Committee know that Terry Guy from UPR (Utah Public Radio) will be attending the music festival (not broadcasting).
- Alex suggested that a teaser trailer be placed on the website/Facebook to advertise the band lineup. Lex could make a 30 second advertisement with the lineup every year that could be updated each year.

Poster Design Update – Two designs for the poster were submitted. One design was from Melynda Thorpe, who was unable to attend the meeting, and one from Lex de Azevedo II. The Committee chose Lex's design but asked that the top lettering font be changed, which he said he would do.

T-shirt Design- There was a discussion on the T-shirt design. Lex suggested that the Committee put the same poster design on a shirt and sell it year after year. He felt there would be a good response from this new design. However, according to Julie there had not been a good response in the past selling t-shirts and she did not feel that she would have the time to manage it. Alex suggested that Lex sell the t-shirts and receive a percentage of the funds in place of his compensation for the poster/t-shirt design and to waive the vendor fees for selling shirts in a booth. Patsy Chaffin stated that would prefer to sell the shirts at the silent auction table rather than a separate booth. The Committee agreed to let Lex research the expense for the t-shirts. Julie will check on fees for the vendor booth and also see about the compensation for Lex's design.

Bands:

There was a discussion on the potential line up and time slots for the bands. Lex will email the draft line up, with the time slots to the Committee. The time slots may need to be switched up depending on the time needed for band set up.

- Alex suggested that Lex be given more time to DJ during the bands set up time. Julie felt that would be good for Friday night but preferred to have live music play on Saturday.
- Alex also suggested that we have an open mic night to fill in the early time slots which would give locals an opportunity to participate. They would need to sign up ahead of time and audition. Alex could choose four (4) individuals to play two (2) songs each night during the earliest time slots. The Committee agreed that would be a great idea. Lex will advertise the open mic night on Facebook first to see what the response was and then on the website if needed. Alex suggested having Facebook patrons vote for the individuals who have auditioned and have them decide who would play, which would also provide a lot of activity that others would see on Facebook.

Alex let the Committee know that the band contracts are all in the process of being completed.

Alex had mentioned that a spot for Raven Cain was needed. The Committee discussed having them play the early Saturday night spot in place of the open mic night.

Julie will speak to Sterling Solar at the Earth Day event to see if they would be willing to do the power for the second stage.

- The Committee has received a bid from Performance Audio but is still waiting for the Bids from Pol Sound and Dustin Taylor for the second stage.

Vendors:

Julie needs to send out letters to the previous year's vendors.

There was a discussion about having an ATM Machine at the festival. Alex will research ATM possibilities and let the Committee know his findings at the next meeting.

Patsy and Julie will get together and meet about the Vendors after Earth Day.

Sponsors:

Julie spoke to Diamond Rach Academy in Hurricane about sponsorship and they would like to contribute.

Vapor would like to be an in-kind sponsor by donating water bottles with the ZCMF logo on it.

Alex had spoken to Philly at the Doggie Dude Ranch about sponsorship and said she was interested.

- Julie will follow-up and send a sponsor letter to the Doggie Dude Ranch.

Julie asked the Committee if they had any suggestions for new sponsors.

- The Committee suggested the two new restaurants in Town, 9 East and Kings Landing Bistro. Julie will follow up with them.

Alex needs to start working on the Food Vendors.

Julie will speak to Z-Arts about their donation.

Volunteers:

Julie stated that she has found a Volunteer Coordinator. Toni Benevento has volunteered. However, she will need to hand over the list for to someone else to manage during the festival because she will be out of Town. The Committee suggested that she find that replacement during her search for Volunteers.

Fundraiser Development/planning

The Committee decided to cancel the 80's night fundraiser on the 14th.

The Committee discussed the Summerfest fundraiser which will be held on July 16, 2016 starting at 4:00pm.

- Bands were needed for Summerfest. Lex will ask Kurt the names of the bands that played at the BBQ fest. Julie will talk to Jims Band.
- Lex suggested having the foam machine available for the adults as well.
- The Committee discussed having inflatables and a climbing wall available for this fundraiser.

Other Business:

Alex would call Ahern to reserve the generators and lighting plant. Julie will ask Shane to pick it up.

Julie suggested hiring someone to do the Photography & Video Coordination for the ZCMF event. The committee suggested names of individuals that may be interested. Lex will call the individuals he suggested and get back to the Committee.

Next Meeting: May 18, 2016 at 1:00PM

Meeting Adjourned: 2:18PM

Minutes Typed by:
Jennifer Thompson

Approved: Julie Hancock