



TOWN OF SPRINGDALE

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**Minutes of the Zion Canyon Music Festival Committee
Regular meeting on Wednesday May 18, 2016,
At SPRINGDALE TOWN HALL, 118 LION BLVD., SPRINGDALE, UTAH.
MEETING CONVENED at 1:06 PM**

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

EXCUSED: Rick Wixom and Dawn Brecke

MEETING:

Marketing:

Website Updates- Lex stated that there were no new website updates as far as he was aware.

- Lex has posted on Facebook the confirmed bands (The Ghost Town Blues and Rainbow Girls).

Poster Design Update – Lex stated that he needed to wait for the finalized poster design until all of the bands confirmed and signed.

- Julie set a due date of July 1, 2016 for the final poster design to give time to confirm the band line-up.

Trailer for Promoting Festival- Lex will work on getting the trailer promotion finished. He will post it to the Facebook page when it was completed.

T-shirt Design- Lex has started researching companies for the t-shirts.

- Julie had made a suggestion that Lex donate a percentage of the proceeds from the t-shirts back to the ZCMF.

Advertisement in the Outdoor Sports Guide- Julie requested that the Committee advertise in the Outdoor Sports Guide.

- The Committee agreed to advertise there but needed the deadline date for the Ad. Julie will email Paula for that information.

Need to Market Bands and Summerfest- Lex mentioned that he had nothing to market for the Summerfest. Once the bands are finalized for Summerfest, he will do that.

Alex attended a meeting with Darci Hansen at Etched Magazine who told him that they would like to be involved with the advertising of the festival. The magazine has a different clientele than that of the other magazines/newspapers for which the committee currently advertises with. The magazine would be distributed in some of the local hotels here and in Iron and Kane Counties. Darci suggested that Etched could write a ½ page article in the events section of the magazine or have a full page advertisement on the back of the magazine. They have a new issue released every two (2) months. The deadline for submittal would be by approximately mid-June.

- Julie was unaware of the budget for advertising but she would check into that to see if it was possible to do.
- Alex said the charge for a four (4) month advertisement would be \$500.00 however, he said he would speak to Darci to see if he could negotiate a better deal or see if she would be interested in a trade for admission tickets.

Bands:

Contracts and Bands- Alex stated that he was close on finalizing all of the bands for the music festival and that they all should be finalized at the end of the month (See attachment A).

- Alex stated the band line-up for Saturday night had changed. John Huston and Gabriel Louise would be switching time slots.

Vendors:

ATM Coordination Update- Alex had spoken to Daren Milne to provide the ATM at the music festival. Alex will offer him a hotel room for providing the ATM services.

Solar Update-Julie stated that a generator was needed for back up and that John Anderson required a three (3) phase 300 amp for the main stage.

Sterling Solar for Z-Arts Stage-Julie had acquired Sterling Solar for the Z-Arts stage.

Goal Zero for vendors- Julie stated that Gold Zero would like to provide the power for the vendors. She mentioned that Fluent Solar was not set in stone.

Julie would like to see the music festival become zero waste.

- Julie had been in contact with Salem Vacation rentals about information for going zero waste for the festival. They discussed information on eco commodes, composting and a water trailer.
- Julie will check with Eco Commodes and see if they would be available for the festival. She will also check with a compost company and water trailer.

Sponsors:

New Sponsors- Julie let the Committee know that there were some new sponsors added.

- Julie said that St. George Express would like to provide a free shuttle service as an in-kind donation. She is working out the details with Kathy Pope.
- Julie had spoken to 9 East and they were interested in being a sponsor. Alex would follow up with them about their sponsorship.
- Julie had spoken to King's Landing about sponsorship and will follow up with them.

Alex suggested checking with the golf courses within the surrounding Cities to see if they would be interested in sponsorship and possibly for any in-kind donations for the silent auction.

Alex will follow up with Oscars about their donation.

Volunteers:

Volunteer Coordinator- Patsy has volunteered to be the new Volunteer Coordinator due to Toni Benevento not being available during the days of the music festival.

- Alex suggested that the Coordinator involve the Lions Club in possibly volunteering for the music festival.

Fundraiser Development/Planning

Chair for Fundraiser- Julie asked for volunteer for the Chair for Summerfest. Patsy volunteered for the Chair position and will put together an outline for Summerfest (see attachment B).

- Alex let the committee know that he had contacted Luke with Awesome Inflatables for the kid's zone. He also said that he would take care of the permit for the beer/wine garden. However, he still needs to contact Keith about the wine and also needs the blueprint of the CCC building/area for the DABC. Julie said she could help Alex get the blueprint.
- The committee discussed a possible raffle or giveaway for the Summerfest that would consist of old music festival t-shirts or glasses or discussed that those items could be sold for donations at the door.
- Confirmed band for Summerfest was "Home early on Sunday". Julie suggested a band called "Fiyah Roots" and said she would try to contact them, Alex also said he would check with his contact for that band. Alex suggested another band named "XCape" that he could contact.
- Julie would contact Mason with Gradient for the sound system and would also ask him whether Juniper City would be interested in playing at Summerfest as a possible back-up for a trade or package deal for the sound services/band.
- The Committee discussed admissions for Summerfest. The price discussed was \$10 for adults, \$5.00 for kids, and \$25 for a Family pass.
- The Committee discussed having local food vendors participate in the Summerfest activity. The Committee would like three (3) vendors there. Possible food vendors suggested were Sol Foods, Deep Creek Coffee Company and possibly a vegan vendor. Alex would talk to Julie Gregoric about the food vendor slot.

Other Business:

Recycling coordination- Julie will contact Rob Harris, who had done the recycling in the past to see if he was interested in doing the recycling this year.

Photography & Video Coordination Update- The Committee discussed who they could ask to handle the video and photos for the festival.

- Alex suggested contacting the local colleges to see if there is a photography or film student interested in taking pictures/videos.
- Julie would speak to Stan Smith who is taking a film class to see if he would be interested in being the video/photo coordinator.

Alex has reserved the generator with Ahern.

Alex said that he has had a great response for reserving hotel rooms for the ZCMF and said that Josh Vanderwerff had donated his condo for Wasatch that weekend. Alex still needs to contact the Driftwood Hotel about the rooms.

Next Meeting: June 15, 2016 at 1:00PM

Meeting Adjourned: 2:15PM

Minutes Typed by: Jennifer Thompson

Approved: Julie Hancock

Attachment A

Friday

4:00 - 5:00 Z-Arts: Open Mic TBA
5:00 - 6:00 Z-Arts: Raven Cain?
6:00 - 7:30 Main Stage: Matt Flinner - confirmed
7:30 - 8:30 Z-Arts: DJ Lex - confirmed
8:30 - 10:30 Main Stage: London Souls

Saturday

3:00 - 4:00 Drum Circle -
4:00 - 5:00 Z-Arts: Both Crows
5:00 - 6:00 Z-Arts: John Houston's Rocket Band - confirmed
6:00 - 7:30 Main Stage: Rainbow Girls - confirmed
7:30 - 8:30 Z-Arts: Gabriel Louise - confirmed
8:30 - 10:30 Main Stage: Ghost Town Blue's Band - confirmed

SUMMERFEST

Fundraiser for Zion Canyon Music Festival

July 16, 2016 at the Springdale Town Park

\$10 Adults \$5 under 18 \$25 Family Pass

4-7:pm For the kiddos at the Gazebo...

WATER GAMES

FOAM MACHINE

BOUNCY HOUSE

Beer & Wine Garden for the Big Kids with water games too!

FOOD VENDOR TOO

7-11:pm LIVE MUSIC at the Canyon Community Center

7:00 – 8:00pm Open Mic

8:00 – 9:00pm Early Home on Sunday

9:30 – 11:00pm Fiyah Roots