



TOWN OF SPRINGDALE

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**Minutes of the Zion Canyon Music Festival Committee
Regular meeting on Wednesday June 15, 2016,
At SPRINGDALE TOWN HALL, 118 LION BLVD., SPRINGDALE, UTAH.
MEETING CONVENED at 12:34 PM**

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

EXCUSED: Rick Wixom

MEETING:

A. Discussion for updates on marketing and possible action for advertising- Lex de Azevedo II

Website Updates- Lex stated that there were no new website updates until he has the info for the bands and Summerfest.

- Lex has posted on Facebook the confirmed bands.

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

- The due date for the final poster design was July 1, 2016.

Trailer for Promoting Festival- Lex showed the committee a rough draft of the trailer promotion but he still needs the details of the headliners to finish it. He will post it to the Facebook page when it was completed.

Advertisement in the Outdoor Sports Guide- Julie let the committee know about the updated advertisement for the Outdoor Sports Guide. The cost for the advertisement will be 945 words for \$250.00. Julie let the committee know that the Outdoor Sports Guide will be put in as a silver sponsor. Lex will add them as a sponsor to the website.

Advertisement in the Independent- The committee discussed whether or not to advertise in the Independent. Before the decision is made, Lex will email the details of a package deal that the committee talked about and will email those to Alex, who will then talk to Josh Warburton (the Independent) and have them submit a bid for an advertising package deal.

UPR has radio spots available. Julie will send Lex the radio script used previously and Lex will update the script.

The committee discussed the 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.

B. Discussion on the status of Summerfest-Patsy Chaffin

Open Mic for Summerfest was discussed.

- Confirmed unpaid individuals who will perform at open mic for Summerfest were Mike Evenson, Jim Hancock and Maurine Taylor. The Committee discussed a few other possibilities.

Azure Sweet and Half Way Home were confirmed bands for Summerfest at the cost of \$250 total for both bands.

- Alex will have the contracts for the bands and will let Dawn know the amounts for payment.

Alex will confirm the sound and what kind of speakers will be needed.

- Brennon will do the sound at a cost of \$100.00.

Alex stated that he had submitted the beer and wine permit.

The Committee discussed the layout for Summerfest to be the same as last year with a pay at the door entrance and one exit for alcohol control.

- The Town public works staff will help put up the fencing.
- Julie will take care of the temp use permit for the event.

The Kids Zone was discussed.

- Patsy had spoken to Luke about the inflatables who offered a package deal with a dunk tank. The committee discussed the liability of that and if the Town is renting there would be stipulations and the employee will need to stay present and available throughout the Summerfest.
- Dawn will need the cost for the Awesome Inflatables and a copy of their insurance.
- Lex let the Committee know that the cost of the foam for the foam machine would be \$165.00 per bucket. He will get an invoice to Dawn for that.

The Committee discussed admissions for Summerfest.

- Julie let the committee know that the pricing had gone out in the newsletter. The prices were \$10 for adults 18 & older, \$5.00 for kids under 17, and \$25 for a Family pass. There will be two wristbands, one for admissions and one for 21 & older. Dawn will check with the Town and see what wristbands were available to use. Alex stated that he would donate wristbands if needed. Dawn will be available at admissions to accept credit cards at the door. There will be a glass and t-shirt given to those who donate \$25.00 and up.

Patsy was in the process of recruiting more volunteers.

- Alex still needs volunteers for the Beer and Wine Garden.
- Volunteers for the kid's zone were still needed.

The Committee discussed food vendors.

- Alex let the committee know that Deep Creek Coffee has agreed to be one of the food vendors. They will be located under the overhang or patio at the CCC during the event. Dawn needs a liability waiver for the vendors. Dawn will also talk to the Tax Commission for a special event license for the Town and for Deep creek.

C. Bands:

Contracts and Bands- Alex stated that he has received two signed contracts from the bands and has forwarded them on to Rick. He will forward the others as he gets them.

Alex let the committee know that the bid for the 2nd sound stage from Gradient sound had come in under the others. Julie had sent all the bids to Alex for him to look at and present to the committee for a decision at a later date.

D. Vendors:

Julie let the committee know that she was having trouble getting vendors for the ZCMF and asked the committee to spread the word that there are spots available.

E. Sponsors:

New Sponsors- Julie let the Committee know that she had received an email from St. George Express Shuttle about what they want to contribute for sponsorship which did not line up to our sponsorship levels. Julie will contact them with the specifics of the sponsorship levels that we have and have them let us know which level they would agree to.

F. Volunteers:

Volunteer Coordinator- Patsy had started soliciting volunteers for the music festival. She was working a flyer to place around the Town to help with the solicitation.

G. Other Business:

1. Recycling coordination- The committee decided to have Rob Harris will be the recycling coordinator. There will be three recycling stations which will be placed near the three main garbage areas.
2. Photography & Video Coordination Update- Julie let the Committee know that Stan Smith was going to speak to his nephew about being the Photography and Video consultant. The committee discussed the possibility of having this a paid position.
3. First Aid Coordination- Alex let the committee know that he had spoken to Helen McMahon and Brad (EMT at the Park) who both showed interest in helping at the first aid booth for the ZCMF.

Julie was working on the details of the drum circle and will fill the committee in on those details at a later date.

Alex had spoken to Helen McMahon from the clinic who expresses interest to volunteer at the medical booth on for one of the days. Brad, an EMT at the Park also expressed interest for the other day.

Next Meeting: July 13, 2016 at 1:00PM

Meeting Adjourned: 1:45PM

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