

ARVADA FESTIVALS COMMISSION BUSINESS MEETING OF FEBRUARY 26, 2009

CALL TO ORDER: Nancy Bentzen called the meeting to order at 7:05 p.m.

ROLL CALL: Nancy Bentzen, Frances Evans, Mary Jo Giddings, Lynne Heinekamp, Janice Miller, CharLee Sauer, Rita Schmidt, Dave Olson, Suzanne McGowan, Mary VanDoozer.

THOSE ABSENT: Bernie Burgmaier, John Carpenter, Edna Gordon, Ed Tomlinson, Dudley and Jody Weiland.

OTHERS PRESENT: Brenda Berg

APPROVAL OF MINUTES OF BUSINESS MEETING OF JANUARY 22, 2009

Page 1, under Public Comment, 3rd line, Tartan Day is April 4, 2009

Page 1, under Public Comment, 5th line, accept Tartan Day change to partner with Tartan Day....

Page 2, A Chocolate Affair, 5th line, ...and Mary Jo, Frances and Janice were helping.

Minutes were approved with changes.

Introductions: Suzanne McGowan is joining the Festivals Commission. She works for the Jefferson County Library - Standley Lake and is getting involved like Elena Rosenfeld was. Since she does not live in Arvada she cannot be a voting member but is welcome to all meetings and to help at all events. Welcome Suzanne!

REPORTS

HOTA Board Representative Report – Mary Jo Giddings

Mary Jo stated that HOTA had a retreat meeting in February. Vicky Reier with the city of Arvada was the facilitator. The meeting was centered around the question “what to do if a group wants to have an event in Olde Town?” Questions asked were what is the criteria, what is the expected attendance, time, advertising through HOTA, street closures, and is this a positive or negative impact on merchants?

Tartan Day Council is going to have an event on April 4, which is the same day as the kite festival.

Danielle Hastings, HOTA Director, called a meeting consisting of city employees, and HOTA members to find out what the permit process and criteria are when having an event in Olde Town which is not hosted by HOTA or the Festivals Commission.

EVENT REPORTS:

A Chocolate Affair - HOTA/Festivals Commission Partnership - February 9, 2009

Location: Olde Town Square & the Olde School House 10:00-3:00 p.m.

HOTA Co-sponsor-Danielle Hastings, Susan Johnson (Taste of Chocolate Hearts on lampposts)

2009 FC Committee: Lynne Heinekamp & Nancy Bentzen (Treasure Hunt) Judith Denham (Marketing & Julia Pech presentations), CharLee Sauer, Rita Schmidt, Frances Evans

This event was very successful. There were 15 adults and 3 kids who entered the cookie contest and there were 16-17 children who partook in the storytelling at the library. The cookie judges were Jane Keen, Mary Jo Giddings, Frances Evans, CharLee Sauer and Janice Miller.

Lynne Heinekamp said there were more merchants who participated in the Treasure Hunt and the participating merchants were very pleased. There were four gift baskets given away for prizes.

Julie Pech made two presentations at the DNote and there were very good crowds for each presentation. There were also 12 chocolate vendors giving out chocolate.

HOTA raised \$3,000 from the event that will be given to the Ralston House. The check presentation will be on March 2 and will be before city council at 6:30 p.m.

High Tea for Seniors age 90 & Older – March 14, 2009 Mary VanDoozer & Lynne Heinekamp, co-chairs

2009 FC Committee: Nancy Bentzen, Bernie Burgmaier, Frances Evans, Mary Jo Giddings, Janice Miller, Ed Tomlinson

Location: The Egg Shell Restaurant, Ralston & Olde Wadsworth, 4:00-6:00 PM

Invitees: Senior Citizens 90 years and older and one guest.

There was a meeting on Feb. 2 and the next meeting will be March 4. Invitations were sent out on Feb. 26. The menu has been set. Mary Jo received gift bags from her dentist to give to all the 90 + year old attendees.

Mary will get live daisies to pin on the attendees shirts. Set up will start at 2:30.

7th Annual Arvada Kite Festival – April 4, 2009, Jody and Dudley Weiland, Co-Chairs

Foothills Kite Club Co-sponsor: Committee members - Donald Nash & Dave Giddings

FC committee members: Nancy Bentzen, Bernie Burgmaier, Dave Olson, Rita Schmidt, Ed Tomlinson

Location: Robby Ferrufino Park, 74th & Carr Dr. 10:00 a.m.-4:00 p.m.

John Gabby will be coming as the announcer. There will be a shuttle van between Warder Elementary School and Robby Ferrufino Park.

There are 6 food vendors and 5-6 other booths that will be coming. One golf cart will be available. The Jeffco Brass Band will be playing from 12-1 and there will be a characterist and face painter. There will be two kite building classes on March 28.

Ed Tomlinson is working on getting a pa system for the event.

The kite proclamation will go before city council on March 9 at 6:30 p.m.

7th Annual Arvada Celebrates Its Trails – June 6, 2009 Dave Olson and Janice Miller, Co-Chairs

Arvada Park Advisory Committee, Co-sponsor – representatives – Bill Orchard & Pat Cervera
FC Committee: John Carpenter, Mike Hult, Dudley Weiland

Community Members: Two Ponds- Seth Beres; Majestic View- Karen Baltz & Kathy Okon-Mark McGoff

Location: Majestic View Nature Center and Two Ponds Wildlife Refuge, 10:00 am to 2:00 pm.

This event is still in the preliminary planning stage. Two Ponds should still be cooking hot dogs as well as at the nature center. The committee is asking FC members who have their blue kite t-shirt to wear it around town the month of March to get people thinking about the event. There is not a theme yet. Since the xeriscape garden is to be in the works, the event will be move to the parking lot off 72nd Avenue.

March 18 is the next meeting.

HF Committee Harvest Festival – September 11-13, 2009

FC Members on HF Committee: Ed Tomlinson, John Carpenter, Nancy Bentzen, Mary Jo Giddings, Rita Schnidt, Frances Evans, Dudley Weiland, Bernie Burgmaier

There was a meeting on February 19. Ed has started working on the parade and already is financially in the hole. Ed's vision is that this will be the largest parade from New York to California. The theme is "A World of Children".

OTHER COMMITTEE REPORTS

FC Marketing Committee – Judith Denham, Chair

FC Committee: Brenda Berg, Nancy Bentzen, Bernie Burgmaier, Judith Denham, CharLee Sauer, Rita Schnidt, Ed Tomlinson

Judith put together a checklist for the chairs of when items are due.

The distribution sheet was updated with Warren Miller's input.

Sponsorship Committee

Committee members: Judith Denham, Mike Hult, CharLee Sauer, Rita Schnidt, Nancy Bentzen, Lynne Heinekamp, Ed Tomlinson

Sponsorship letters were sent out for annual and event sponsor. Bliss Café is sponsoring the Kite Festival for \$300 and will make cookies for Trails Day.

The committee is working on getting more sponsors.

Master Festivals Calendar – John Carpenter, Chair

No update.

Festivals Library – Janice Miller, Chair

The next scrap booking gathering will be on March 23 at Janice's house. Nancy and Janice took pictures at the Chocolate Affair.

Keep Arvada Beautiful Clean-up Project - 86th & Alkire - Dudley and Jody Weiland, Co-Chairs

9:00 a.m.

Next clean-up day: April 11, 2009

OTHER BUSINESS:

The Arvada Park Advisory Committee has submitted a letter in favor of the museum at the Arvada Center to be named after Lois Cunniff Lindstrom Kennedy.

The Arvada Center has come up with the criteria for naming the museum.

The Rules and Procedures were approved.

There is a wine tasting at the YMCA on Saturday.

Get all receipts to Brenda from the High Tea as soon as possible. All receipts need to be turned in when you get them to keep better track of the budget.

Recording of FC Volunteer Hours-2009 -Turn your hours into Brenda

GOOD OF THE ORDER:

Next Meeting: February 26, 2009, 7:00 PM, City Hall, Anne Campbell Room

ADJOURNMENT: 8:45 p.m.

Respectfully submitted:
Brenda Berg

ANNUAL SPONSORS: ARVADA PRESS
ARVADA RENT-ALLS
SOOPER CREDIT UNION
PERSONAL BENEFIT SERVICES WEALTH MANAGEMENT
SPORTLINE TEAM SPORTS
FIRSTBANK of ARVADA & FIRST BANK NORTH
NEXTCARE
ED TOMLINSON, REMAX BROKER
ACE HARDWARE, Ace Hardware @ Westwoods, Ace Hardware of Arvada, Ralston Ace Hardware

FUTURE EVENTS - Tabled for Discussion until Meetings are Held

Independence Day 4th of July Celebration – July 4, 2009 Nancy Bentzen, Chair, Rita Schnidt, Co-Chair

Location: Lutz and Stenger Fields

Time: 3:00 pm until end of fireworks.

Event Co-sponsor: KOOL105 radio, Promo Director: Tim Sutherland

Kids Park Co-sponsor: North Jeffco Park and Recreation District

2009 FC Committee members: Judith Denham (marketing for event), Lynne Heinekamp

Festival of Scarecrows – HOTA/ Festivals Commission Partnership - October --2009 HOTA Committee:

FC members: Lynne Heinekamp, Nancy Bentzen, Judith Denham

Location: Olde Town Square, 10:00 a.m. to 2:00 p.m.

2nd Annual Holiday Wine Tasting Event – November TBA, 2009 Lynne Heinekamp, Nancy Bentzen, and Mary VanDoozer, Co-chairs

FC Committee: Frances Evans, Mary Jo Giddings, John Carpenter, Judith Denham, Rita Schnidt, CharLee Sauer, Bernie Burgmaier

Community Committee: Doug Gordon, Karl Burgmaier, Ed Bentzen, Warren Miller, Eva Zerr, Bob & Shirley Jackson, Bill & Mary Ross, Jim & Jean Sharfenberg

Additional Volunteers: Brenda Berg, Janice Miller, Dave Olson, Jody & Dudley Weiland, Edna Gordon, Mike Hult

Fundraiser Partner/Recipient: Arvada Food Bank

Location: The Egg Shell Restaurant