

ARVADA FESTIVALS COMMISSION BUSINESS MEETING OF APRIL 2, 2009

CALL TO ORDER: Nancy Bentzen called the meeting to order at 7:10 p.m.

ROLL CALL: Nancy Bentzen, John Carpenter, Judith Denham, Mary Jo Giddings, Suzanne McGowan, Janice Miller, Dave Olson, CharLee Sauer, Ed Tomlinson, Mary VanDoozer, Jody and Dudley Weiland.

THOSE ABSENT: Bernie Burgmaier, Frances Evans, Edna Gordon, Lynne Heinekamp, Mike Hult, Rita Schmidt.

FC MEMBERS ON LEAVE:

OTHERS PRESENT: Brenda Berg, Dave Giddings, Jane Schnabel.

APPROVAL OF MINUTES OF BUSINESS MEETING OF February 26, 2009

Minutes were approved.

PUBLIC COMMENT:

Nancy read a letter from Don Mosley, executive director of the Ralston House, thanking everyone for their participation in the Chocolate Affair.

REPORTS

HOTA Board Representative Report – Mary Jo Giddings

Mary Jo reported that everyone was very positive about the Chocolate Affair. They had a discussion regarding the Gold Strike event. HOTA will now be putting flyers about events, in the Mail Paks. No decision has been made yet regarding the Farmers Market.

EVENT REPORTS:

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.

Mary stated that it was another great event. Mayor Bob Frie and the city manager both came. The presentation was very good and everyone enjoyed it. The volunteers made the delicious food. Twenty three seniors came with their guest; around fifty people altogether. Nancy thanked Mary for having the event at the Eggshell.

7th Annual Arvada Kite Festival – April 11, 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. 10:00-4:00 p.m.

Dudley told everyone about the change of date, due to the weather we're supposed to get. He said all the vendors and everyone else associated with the kite festival have

been notified and are planning on coming the 11th. Signs will be put up with the new date on them.

He said everything was ready to go for the event. He then passed around a sign up sheet. Dudley also stated that the three kite building classes he had on March 28th, went well.

Judith said that our PR person would be getting the word out about the change too.

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

Dave said things are coming together. They still need a map made. The Majestic View Nature Center will get the specific groups to come to the event.

HF Committee Harvest Festival – September 11-13, 2009

FC Members on HF Committee: Ed Tomlinson, John Carpenter, Nancy Bentzen, Mary Jo Giddings, Rita Schmidt, Frances Evans, Dudley Weiland, Bernie Burgmaier
Nancy said they had a meeting March 19. John will do the spelling bee, Dudley will work on the parade, Mary Jo will work on the teddy bear picnic and Ed will be working on getting the parade together plus the festival itself. Ed reported that this year's theme is Music Man and has many new ideas to improve the event. There will be many more bands in this year's parade. Fundraising will begin on April 15th

OTHER COMMITTEE REPORTS

FC Marketing Committee – Judith Denham, Chair

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

Judith reported that the committee is finished with the kite festival and Trails Day. The Trails Day poster was shown and she said it would be printed before May 1st.

Sponsorship Committee

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

Judith stated that we have three new sponsors. So far, there is \$2,300 in kind donations, and \$2,500 in cash. Altogether we have \$10,500 including the annual sponsor donations.

Master Festivals Calendar – John Carpenter, Chair

John said he was working on search engines in relationship to our website.

Festivals Library – Janice Miller, Chair

Janice reported that the 2008 scrapbook is finished and she, Nancy & Jody would start working on 2009 book next. She did post a story in YourHub. She wants someone to take pictures of the kite festival as she will be out of town. The next scrapbooking date is April 20th.

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

8:30 a.m.

Dudley stated that April 25th is the next clean up day, as the city wants us to clean the street closer to May 2nd, which is Fillup a Can day. Dudley asked how many would be attending the picnic on May 2nd, as Helen Norris at the city needs to know how much food to order. Dudley also passed around a sign up sheet for the 25th.

OTHER BUSINESS:

Ed reported on the Colorado Festival & Event Association conference. How can we take the festival up a notch or two? Look at it through the eyes of the attendees. He said they got lots of information regarding sponsorships, cost, signs and volunteers.

Nancy spoke about a possible concert, maybe with the Rotary Club as a partner.

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

GOOD OF THE ORDER:

Next Meeting: April 23, 2009, 7:00 PM, City Hall, Anne Campbell Room

ADJOURNMENT: 8:10 p.m.

Respectfully submitted:

Jody Weiland

Treat Month: April-----Ed Tomlinson

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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: Apex Park and Recreation District

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

Nancy stated they did have a meeting in March. The next meeting will be April 22nd.
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 Sharfenberger

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

Fundraiser Partner/Recipient: Arvada Food Bank

Location: The Eggshell Restaurant

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 lamp posts)

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