

## ARVADA FESTIVALS COMMISSION BUSINESS MEETING OF FEBRUARY 25, 2010

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

ROLL CALL: Nancy Bentzen, Judith Denham, Frances Evans , Mary Jo Giddings, Edna Gordon, Janice Miller, Dave Olson, Charl Lee Sauer, Jody & Dudley Weiland

THOSE ABSENT: Bernie Burgmaier, John Carpenter, Lynne Heinekamp, Mike Hult, Susan Johnson, Suzanne McGowan, Jane Schnabel, Mary Vandoozer

OTHERS PRESENT: Brenda Berg

Everyone sang Happy Birthday to Dave Olson

APPROVAL OF MINUTES OF BUSINESS MEETING OF January 28, 2010

Minutes were approved as presented.

### PUBLIC COMMENT:

Nancy Bentzen stated that Susan Johnson was withdrawing from the Arvada Festival Commission due to her health.

### REPORTS

#### HOTA Board Representative Report – Nancy Bentzen, Representative

Nancy Bentzen said that the February HOTA was also their retreat. The new officers are: Bob Fifer--President, Justin Vickory--Vice President, Karen Miller--Secretary, Ken Lee--Treasurer She said they are working on the Downtown Arvada Partnership. They also have the schedule of events for the year, which does not include the Gold Strike event.

### EVENT REPORTS

#### A Chocolate Affair - HOTA/Festivals Commission Partnership - February 6, 2010

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

HOTA Co-sponsor-Jason Dennison (Taste of Chocolate, Carriage Rides, Hearts on Lamp Posts)

2010 FC Committee: Lynne Heinekamp,(Treasure Hunt), Nancy Bentzen (Treasure Hunt, Marketing), Judith Denham (Marketing, Julie Pech Presentation, face painter, balloon artist), Char Lee Sauer (Marketing, Creative Chocolate Cookie Contest, arrange storytelling), Janice Miller (Creative Chocolate Cookie Contest), Frances Evans (Treasure Hunt), Jane Schnabel

Location: Olde Town Square, DiCicco's Banquet room, D-Note, Arvada Library--11:00-3:00 p.m.

Nancy reported that they had their wrap up meeting Wednesday morning (24th). It was a great event this year. The number of people that came had doubled from last year. A \$2300 check was given to the Ralston House. There were 35 forms for the cookie contest. Mary Jo Giddings

tasted 28 cookies. Charl Lee Sauer said that after the awards were given out, the cookies were put out for all to enjoy. Nancy stated that 500 treasure hunt forms (doubled from last year) were used. The balloon twister and face painter were kept busy, and DiCicco's got some bookings for the future. Judith Denham said that there weren't many people at the presentation and won't have it again next year. A bus brought seniors from Aurora. Nancy thanked everyone for their help.

High Tea for Seniors age 90 & Older – March 13, 2010-Mary Vandoozer & Lynne Heinekamp, co-chairs

2010 FC Committee: Nancy Bentzen, Bernie Burgmaier, Frances Evans, Mary Jo Giddings, Janice Miller, Edna Gordon

Additional volunteers: Judith Denham, Dave Olson, Jody & Dudley Weiland

Location: The Egg Shell Restaurant, Ralston & Olde Wadsworth, 5:00PM-7:30 P.M.

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

There will be the same menu as last year. Mary is making the centerpieces for the tables. The colors are yellow and white. The invitations were sent out last Friday, and so far 49 are coming. Set up is at 2:00 p.m.

8th Annual Arvada Kite Festival – April 10, 2010 Jody and Dudley Weiland, Co-Chairs

Foothills Kite Club Co-sponsor: Donald Nash

2010 FC committee members: Nancy Bentzen, Bernie Burgmaier, Dave Olson, Edna Gordon, Mike Hult

Community Member: Dave Giddings--food vendors, Aaron & Candy Skoff

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

Dudley Weiland stated that everything is all set for the big day. Jody Weiland said she hoped all the snow was gone by then! Dudley mentioned the kite building classes at the Majestic View Nature Center were beginning to fill up. There are also classes at the Standley Lake Library and the Duncan YMCA this year.

Next meeting: March 8, 2010

7<sup>th</sup> Annual Arvada Celebrates Its Trails – June 5, 2010--Dave Olson and Janice Miller, Co-Chairs

Arvada Park Advisory Committee, Co-sponsor – representatives – Bill Orchard (bike ride)

2010 FC Committee: Dudley & Jody Weiland, Nancy Bentzen, Mike Hult,

Community Partner Members: Two Ponds- Seth Beres; Majestic View- Karen Baltz -MVNC

Community Member: Mark McGoff,

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

Dave Olson reported that the event will be centered around the Majestic View Nature Center this year. Everything is basically the same as last year. The new garden at the center will be dedicated that day. There will be two nature walks, a bike ride and the zoo is coming.

Next meeting: March 4th.

#### OTHER COMMITTEE REPORTS

##### FC Marketing Committee – Judith Denham, Chair

2010\_FC Committee: Brenda Berg, Nancy Bentzen, Bernie Burgmaier, Charl Lee Sauer,  
Community Members: Suzanne McGowan, Jane Schnabel,

Judith Denham reported that they are a “well-oiled marketing machine”, getting all the press releases out, articles etc. out for events. Dudley took the flyers and posters to the schools for the Chocolate Affair.

##### Sponsorship Committee--Judith Denham, Chair

2010\_FC Committee members: Nancy Bentzen  
Community Member: Jane Schnabel, Suzanne McGowan,

Judith said the FC has a new sponsor now: Bank of Choice. Udi’s will be hosting the “After the Kite Festival” dinner.

##### Master Festivals Calendar – Char Lee Sauer, Brenda Berg

The website tells about all the FC events now.

##### Festivals Library – Janice Miller, Chair

FC members: Nancy Bentzen, Jody Weiland

Janice Miller stated that she and Nancy and Jody started a new album on Feb. 15th. She posted the story for the Chocolate Affair.  
Next scrapbooking: March 22nd.

##### Keep Arvada Beautiful Clean-up Project - 86<sup>th</sup> & Alkire - Dudley and Jody Weiland, Co-Chairs

Dudley stated that the next clean up day is April 17th, at 7:30 am.

#### OTHER BUSINESS:

##### Recording of FC Volunteer Hours-2010

Turn your hours into Brenda

#### GOOD OF THE ORDER:

Next Meeting: March 25, 2010

ADJOURNMENT: 8:00 p.m.

Respectfully submitted:

*Jody Weiland*

Jody Weiland

March Birthdays: Jane Schnabel--1, Charl Lee Sauer--8, Rita Schnidt--19  
Treats: Charl Lee Sauer

2010 ANNUAL SPONSORS: ALPHAGRAPHICS (in-kind)  
ARVADA PRESS (in Kind)  
D & K JEWELRY (in kind)  
SOOPER CREDIT UNION  
FIRSTBANK of ARVADA & FIRST BANK NORTH  
UNITED STUDIOS OF SELF DEFENSE  
SAM'S CLUB  
DOWNTOWN TOYS & GAMES  
PERSONAL BENEFIT SERVICES /WEALTH

ARVADA RENT-ALLS (in kind)  
STIPECH INSURANCE AGENCY  
ARVADA PRINTERY ( in kind)  
ALine (in kind)  
SPORTLINE

FUTURE EVENTS- Tabled for Discussion until Meetings are set

2010 Proposed Events

Independence Day 4<sup>th</sup> of July Celebration – July 4, 2010--Nancy Bentzen, Chair,  
2010 FC Committee: Lynne Heinekamp-booth, Judith Denham-marketing  
Partner-KOOL 105 Promo Dept.--Liz Young, Max Robert  
Kid's Park Partner--Apex Park & Recreation-Ross Blackmer, Alli Mortensen, Laina Doyle  
City Committee--Parks Dept., Police, Fire Other-Linda Olson, Pridemark, Red Rocks  
Time: 3:00 pm until end of fireworks.  
Location: Lutz/Stenger Sports Complex Start at 3:00 p.m. through fireworks

HF Committee Harvest Festival – September 10-12, 2010

Festival Commission Sponsor

Festival of Scarecrows – HOTA/ Festivals Commission Partnership - October 9, 2010  
FC is Partner for event-HOTA-Jason Dennison, Arvada Gardeners: Susannah Patterson, Bill Orchard

2010FC members: Lynne Heinekamp, Nancy Bentzen, Judith Denham, Mary Jo Giddings,  
Janice Miller, Frances Evans, Jane Schnabel  
Location: Olde Town Square, 10:00 a.m. to 3:00 p.m

3rd Annual Wines for the Holidays Wine Tasting-November 20, 2009 Lynne Heinekamp, Nancy  
Bentzen, and Mary VanDoozer, Co-chairs

2009 FC Committee: Judith Denham, Mary Jo Giddings, Edna Gordon, Frances Evans, Rita  
Schmidt, John Carpenter, Char Lee Sauer, Bernie Burgmaier

Fundraiser Partner/Recipient: Arvada Food Bank -Director Ernie Giron  
Location: The Eggshell Restaurant