

## ARVADA FESTIVALS COMMISSION BUSINESS MEETING OF FEBRUARY 24, 2011

Meeting called to order by chair Nancy Bentzen at 7:12 p.m.

ROLL CALL: Judith Denham, Mary Jo Giddings, Janice Miller, Bernie Burgmaier, Edna Gordon, Mary VanDoozer, Nancy Bentzen and Brenda Berg.

THOSE ABSENT: Dave Olson, Jody Weiland, Dudley Weiland, Mike Hult, Fran Evans, Lynne Heinekamp, Jane Schnabel.

APPROVAL OF MINUTES: from the Business meeting of January 27, 2011.

We filled out forms for insurance for the City of Arvada and gave them to Brenda.

We sang Happy Birthday to Dave Olson and Mike Hult even though these members were not in attendance so Mary Jo and Bernie stood in for Dave and Mike.

Treat Month for March: Dave Olson

### REPORTS:

HOTA: National Main Street was discussed as follows: How to follow their rules for being listed on National Main Street; and HOTA's budget was discussed as well as the search for a new director. It was decided HOTA needs a full time director as opposed to a part-time director.

CFEA (Colorado Festival and Event Association): Judith and Brenda attended this event and said there were copious amounts of good ideas. The association has many energetic and creative people. Many resources we can call on in this organization. Judith now has a list of family and kids activities. Many towns have a paid event specialist. Judith will be using a new marketing tool called "branding.", which means to identify what your organization is and using it on posters and whatever is send out. It is comparable to a mission statement, but more elaborate. Judith has scheduled meetings for the marketing committee regarding "branding" to discuss for Festivals Commission (the logo, etc cannot be changed without bringing to the whole group).

### EVENT REPORTS

#### **A Chocolate Affair - HOTA/Festivals Commission Partnership - February 5, 2011**

Location: Olde Town Square, D-Note, DiCicco's Banquet room, Arvada Library

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

2011 FC Committee: Lynne Heinekamp, (Treasure Hunt), Nancy Bentzen (Treasure Hunt, Marketing), Judith Denham (Marketing, face painter, balloon artist), Creative Chocolate Cookie Contest, Suzanne McGowan-storytelling), Janice Miller (Creative Chocolate Cookie Contest), Frances Evans (Treasure Hunt), Jane Schnabel

11:00-3:00 p.m.

Nancy reported the event was a huge success. She does not know as yet how much money was raised for the Ralston House. The treasure hunt was popular and 420 forms were picked up and 220 forms were returned to us. We had 26 entries in the cookie contest -- 24 of which were chocolate chip. Face painting artist gave away 90 balloons. Twenty-seven Olde Town businesses were on board with this event.

**High Tea for Seniors age 90 & Older – March 12, 2011-Mary Vandoozer & Lynne Heinekamp, co-chairs**

2011 FC Committee: Nancy Bentzen, Bernie Burgmaier, Frances Evans, Mary Jo Giddings, Janice Miller, Edna Gordon

Location: Apex Community Center, Wadsworth Blvd. 4:00-6:30p.m.

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

March 12, 2011, is the event day and set up will begin at 2:00 p.m. The room is reserved from 2-7:30 p.m. Members are to wear our festival shirt and a hat and name tag. The committee has had several meetings and the event is planned except for putting together centerpieces, stuffing gift bags and wrapping Janice's hat suckers. This will all be completed on March 5 at 11:00 am at Mary's house. Our colors are lavender, purple and white.

**9th Annual Arvada Kite Festival – April 9, 2011 Jody and Dudley Weiland, Co-Chairs**

**Foothills Kite Club Co-sponsor:** Del Befus

2011 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.

We will try to get more booths, which Dave Giddings is chairing the food vendors. The next meeting is March 7, 2011, at MVNC at 6:30 pm.

**10th Annual Arvada Trails Day-Sat. June 6, 2011, Dave Olson & Janice Miller-Co-Chairs**

Arvada Park Advisory Committee, Co-Sponsor-Bill Orchard (Bike ride)

2011 FC committee: Dudley Weiland (Nature walk) Nancy Bentzen, Judith Denham, Jane Schnabel, Mike Hult

Community Partner Members: Two Ponds-Seth Beres, MVNC-Karen Miller

Community Members: Mark McGoff (nature walk)

Location: Majestic View Park & Two Ponds Wildlife Refuge 10:00-2:00 p.m.

Janice said there will be 2 walks, 1/2 hour apart starting at Two Ponds. Bill Orchard changed the route for the 20 mile bike ride and 3 mile hike. We are still looking for booths.

There was a discussion regarding FC's role in Trails Day on making decisions and volunteering at the event. Brenda and Nancy will discuss with Gordon.

A discussion was held regarding FC's role at Trails Day on making decisions and volunteering at the event and as to whether we would even serve food. Nancy and Brenda will take up the subject with Gordon. It was decided by Charlotte and Karen at MVNC that pizza would be served rather than hot dogs. Mary will make macaroni salad and potato salad for the volunteers only.

Judith will remove sentence regarding refreshments in article for Arvada Report.

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

2011 FC Committee: Brenda Berg, Nancy Bentzen, Jane Schnabel, Suzanne McGowan

Community Members: Sharon Baldwin, Gary Browning, Donna Ross, JoAnn Medina

NEW SPONSOR Judith announced that Goddard School is a new sponsor. They will be giving us a check for \$1,000. We are also pursuing Bellco as a sponsor for July 4.

Brenda said we would have a survey after each public event on SurveyMonkey that the public can comment on regarding the Festivals Commission. Questions such as "how can we improve" and what other events would you like to see will be asked.

**Sponsorship Committee--Judith Denham, Chair**

2011 FC Committee members: Nancy Bentzen, Jane Schnabel & Suzanne McGowan  
Community Member: Gary Browning

**Festivals Library – Janice Miller, Chair**

2011 FC members: Nancy Bentzen, Jody Weiland

Janice said scrapbooks have been completed for 2010 events. She and Ed Bentzen took photos at Chocolate Affair to start 2011 scrapbooks.

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

Next Clean -up day: To be announced at a later date and sent out in an email-- as Jody and Dudley are out of town.

**OTHER BUSINESS:**

Recording of FC Volunteer Hours--Keep track of hours, turn in to Brenda.

Also, a discussion regarding doing something for the 10th anniversary of September 11 was discussed. It will be held in McIlvoy Park on September 11 afternoon or evening. Linda Olson is also doing a 5K race on 9-11 in the morning.

Next FC Meeting: February 24, 2011

ADJOURNMENT: 8:45 p.m.

Respectfully submitted:

Jody Weiland

Treats:-

Birthdays: Mike Hult-Feb. 7  
Dave Olson-Feb. 24

**2011 ANNUAL SPONSORS:** ARVADAGRAPHICS (in-kind)  
ARVADA PRESS (in Kind)  
ARVADA RENT-ALLS (in Kind)  
D & K JEWELRY (in kind)  
FIRSTBANK of ARVADA & FIRST BANK NORTH  
SOOPER CREDIT UNION

SPORTLINE (in kind)  
GODDARD SCHOOL

FUTURE EVENTS- Tabled for Discussion until meetings are set.

2011 Proposed Events

**Independence Day 4<sup>th</sup> of July Celebration –Sunday- July 4, 2011--Nancy Bentzen, Chair,**

**2011** FC Committee: Judith Denham-marketing

Partner-KOOL 105 Promo Dept.--Liz Young, Max Robert

Kid's Park Partner--Apex Park & Recreation-Ross Blackmer, Alli Mortensen

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

**Harvest Festival - -September 9-11, 2011**

Festival Commission Sponsor

2011 FC Members on Committee-Mary Jo Giddings, Nancy Bentzen, Dudley Weiland, Jane Schnable, Frances Evans

**Festival of Scarecrows – HOTA/ Festivals Commission Partnership - October 8, 2011**

FC is Partner for event-HOTA & Arvada Gardeners: Bill Orchard

2011 FC 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