

**CITY OF CAYCE**  
**EVENTS COMMITTEE MEETING MINUTES**  
**Council Chambers**  
**February 9, 2017**

**Present:** Danny Creamer, Maxine Creamer, Dave Capps, Rachel Scurry, Frankie Newman, Cindy Pedersen, Brandon Young, Susanna Young, Calvin Bowen

**Absent, Excused:** Robert Myers

**City Representatives Present:** Mendy Corder and Katinia Taylor

**Consultants:** Sheila Starkey

Chairman Creamer called the meeting to order. The minutes of the January 13, 2017 meeting were reviewed with Rachel Scurry making a motion to accept and Maxine Creamer seconding.

**Congaree Bluegrass Festival (CBF)**

Chairman Creamer suggested a review of the letter he submitted with the meeting's Agenda Packet regarding his thoughts about the CBF. Reasons for keeping the festival at the Historic Columbia Speedway noted were as follows:

- Ease of parking, especially compared to previous location.
- Ability to obtain accurate attendance estimate due to ticket sales and one controlled entrance.
- Importance of maintaining the festival as a two day festival due to the positive reception of the gospel day.

Chairman Creamer mentioned that he had obtained an estimate from Thoughtful Productions, the sound company that provided sound equipment and setup in 2016. Their quote was \$2,300, down \$400 from 2016.

Chairman Creamer suggested that David Snyder and Last Road could headline the Sunday Gospel day, noting that they were one of only two of the original CBF bands still performing. The other being Sugarloaf.

Vice Chairman Dave Capps wholeheartedly agreed on the venue, noting the iconic nature of the Speedway. He then gave a charge to the CEC to find ways to get the word out to other citizens of Cayce. He suggested that the yard signage could be used, placed along each avenue and other strategic locations in Cayce to better advertise that the festival is Free to residents.

Mendy Corder noted that there are currently approximately 14,000 residents in Cayce. This year, each resident will receive a flyer on their roll carts 2-3 weeks before the event.

Rachel Scurry suggested that a couple of paragraphs advertising the event be sent to Churches to include in their newsletters. An ideal time to send those would be in August.

Chairman Creamer took a poll of the committee members to see what the consensus was on keeping the festival at the Speedway. Everyone agreed that this is the ideal location for the festival. Ideas for this year's festival included:

- Placing the stage in the center of the track, straight on when you walk in.
- Keep the hay rides along the track.
- Place signage on the Riverwalk to advertise
- Preparation: at least 2 months out we should already have the layout determined, signs designed, billboard designed and promotional wording finalized.

Cindy Pedersen motioned to accept the Historic Columbia Speedway as the final location for the 2017 CBF. Rachel Scurry seconded and the committee voted to approve.

Sheila Starkey suggested that the CEC work more closely with the River Alliance, noting that the museum could give out the schedule of events and promote the CBF and other events. It was suggested that John Jameson could meet with the committee at the Tennis Center and let us know what they have going on.

Mendy Corder distributed Sheila Starkey's proposed contract for this year's marketing assistance. The contract total is \$1,000. Cindy Pedersen motioned to accept the contract and retain Ms. Starkey. Maxine Creamer seconded and the motion carried.

### **Subcommittees**

Chairman Creamer suggested that the committee form 3 subcommittees:

- Nature Walk
- Christmas in Cayce (CIC)
- CBF

Chairman Creamer put forth a proposal to incorporate a Family Day cookout with this year's Nature Walk, taking place on April 8<sup>th</sup>. After discussion, the group came to the consensus that this should be tabled until next year due to the short timeline. Therefore, only two subcommittees are needed: Christmas in Cayce and CBF. Ultimately, the following members volunteered for each subcommittee:

- Christmas in Cayce: Rachel Scurry, Maxine Creamer, Frankie Newman, Susanna Young
- CBF: Cindy Pedersen, Dave Capps, Danny Creamer, Sheila Starkey

Duties of the Subcommittees are to include:

- Find sponsorships for the events.
- Organize print materials for the sponsorship packets, including tiered dollar figures.
- Work on promotional wording and advertising plan.
- Establish budgets.
- Discuss ticket price (if applicable). If ticketed, research possibility of having event on Eventbrite.

Cindy Pedersen motioned to accept the subcommittees and members. Susanna Young seconded and the motion carried.

### **Accommodation Tax Proposal**

Katinia Taylor confirmed that the final bank account balances in each account:

- CBF - \$10,860.39
- Christmas in Cayce - \$12,251.79

Chairman Creamer announced that the H Tax application was approved and that the CEC had been granted \$20,000 in H tax for the CBF. Mendy Corders confirmed that every H tax item that was submitted was subsequently approved.

This year, the amount of H tax we requested for each event was:

- CBF: \$20,000
- CIC: \$10,000
- Nature Walk: \$500

The total amount spent on CBF & CIC was:

- CBF: \$58,000
- CIC: \$20,000

Given the above information, the committee decided to request the following in A tax:

- CBF: \$20,000
- CIC: \$7,500
- Nature Walk: \$500

Rachel Scurry motioned to request the above amounts. Maxine Creamer seconded and the committee voted to approve.

### **Committee Matters**

Mendy Corder announced that there was a new applicant for the committee. This would fill the last open seat on the committee. She is going to send the application to the committee. Danny Creamer mentioned that Brenda Cole was also interested in rejoining the committee.

There being no further business, the meeting was adjourned.