

CITY OF CAYCE  
EVENTS COMMITTEE MEETING MINUTES  
Council Chambers  
May 11, 2017

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

**Absent, Excused:** Robert Myers

**Absent, Unexcused:**

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

**Consultant:** Sheila Starkey

Chairman Creamer called the meeting to order. Minutes from April meeting were reviewed and approved with two corrections: Cindy Pedersen name spelling error, Brenda Cole listed as Absent, Excused.

**Congaree Bluegrass Festival (CBF)**

**A) Media Plan**

Katinia Taylor provided the most updated budget estimate, which is \$31,100.

Strictly Running sent their proposed contract for the event. The contract outlined a cost of 65 cents per mile and \$3.25 per runner. Sheila Starkey offered that Strictly Running approached Tartan day instead of vice versa, which is why they were able to have the race at no cost to the event organizers. The contract also stipulates that the city/committee would have to provide the volunteers to man the race. Given the cost and the manpower that would be needed, the consensus of the group was that it should be tabled for a future event.

Katinia Taylor gave an overview of the \$6,000 media budget, which included ads in the Free Times, State newspaper, State.com, Palmetto Parent, Irmo News, CWC new, Go Columbia, coladaily.com and a few others. All print/web ads will run during the month prior to the CBF.

Sheila Starkey has worked out a potential advertising plan with iHeartRadio. All advertising will take place during the 1-2 weeks before the CBF, ideally over 2 weekends. Vice Chairman Dave Capps suggested that we should include "The Dude" as one of the radio programs we advertise with.

**B) A Tax Update & Other Revenue:**

Chairman Creamer gave an update on the H & A Tax proposals. \$20,000 will be granted from H Tax. The committee has requested \$20,000 in A tax, but the vote on that was postponed until May 17<sup>th</sup>. It is expected that only about \$10,000 will be granted from A tax. That gives the committee a total estimated budget of \$30,000 in taxes and \$12,000 in carryforward for a total of approximately \$42,000. This will be finalized after the A tax vote.

There will be two streams of revenue at the event: t-shirts and tickets. Brenda Cole suggested that Koozies with the CBF logo could be sold as well. Mendy Corder and Katinia Taylor offered to price these to see what is possible.

### **C) Program**

The program layout was discussed once more:

- Cover: 2017 10<sup>th</sup> Annual CBF & Logo
- 1<sup>st</sup> pg: Saturday Lineup & photos
- 2<sup>nd</sup> pg: Sunday Gospel lineup & photos, as well as blurb about the CBF
- 3<sup>rd</sup> pg: sponsors with the following price structure:
  - \$900 for whole page
  - \$500 ½ page
  - \$200 business card size

The plan is to sell the programs for \$1.00 each. Cindy Pedersen suggested that the committee advertise Cayce within the program, perhaps including a Map of Cayce with highlights and points of interest as well as the upcoming year's events. Dave Capps recommended that we produce a mockup of the program to show potential sponsors.

Mendy Corder said that printing has to happen by two weeks before the event. Rachel Scurry advised that the committee should be ready to sell ads by July.

### **D) Chamber**

Cindy Pedersen reminded the group that someone needs to speak to the Chamber about the event. Brenda Cole suggested that Danny could be interviewed about the event and put on the Chamber's website. Rachel Scurry offered that it would be most helpful for someone to speak at the Breakfast that they hold every 3<sup>rd</sup> Tuesday, which includes visitors along with Chamber members.

### **E) Sub-Committee Meeting**

Chairman Creamer announced that the next sub-committee meeting for CBF would take place May 23<sup>rd</sup> at Henry's Restaurant at 6:30 PM. This gathering would be open to the entire committee.

## **F) Other Items of Interest**

The committee is encouraged to attend the June 17<sup>th</sup> Soiree that is being put on by the City.

Katinia Taylor let the committee know that the city would make sure the petting zoo company and inflatable company have at least 1 million in liability insurance. The City will be listed as additionally insured for the dates of the event.

The Christmas in Cayce Sub-Committee arranged to have their first meeting on June 13<sup>th</sup> at 6:00 at Dunkin Donuts and second on July 25<sup>th</sup> at the same time and location.

Katinia Taylor provided the cost for the MASH sign: \$25/panel plus the cost of a post that could be purchased from a local hardware store.

## **Adjournment**

There being no further business, the meeting was adjourned.