

CITY OF CAYCE  
EVENTS COMMITTEE MEETING MINUTES  
Council Chambers  
April 13, 2017

**Present:** Danny Creamer, Maxine Creamer, Dave Capps, Brandon Young, Susanna Young, Robert Myers

**Absent, Excused:** Calvin Bowen, Rachel Scurry, Frankie Newman, Cindy Pedersen, Brenda Cole

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

**Consultant:** Sheila Starkey

**Potential New/Returning Members:** Adaylia Stark

Chairman Creamer called the meeting to order. Minutes from March meeting were reviewed and approved.

**Congaree Bluegrass Festival (CBF)**

**A) Sponsor Discussion**

Business cards were distributed to the committee for the purpose of handing out when discussing potential sponsorship of the CBF to community business owners.

Katinia Taylor said that she has contacted multiple printing companies for this year's brochure and is collecting quote to determine the most cost efficient. Chairman Creamer passed out a sample that was obtained from one of these printers to demonstrate the various ad sizes that would be available for sponsors this year. He suggested that the committee approach Cayce businesses first and then go outside the city, but priority placement would be given to Cayce vendors. 200 brochures will be printed for this year's event. Sheila Starkey suggested that Katinia look into doing a package with one printer instead of multiple companies, as was the case last year, in an attempt to negotiate a better price.

Suggested format for the brochure:

- 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

When discussing sponsorship opportunities with vendors, it was mentioned that committee members encourage vendors to provide coupons that will bring patrons back into their businesses. Committee members are reminded to alert the entire committee via email any time a vendor is approached so that there will be no overlap.

## **B) Media and Advertising Plan**

Mendy Corder stated that the budget included almost \$20,000 for advertising last year, but that this year the current budget allowed for \$6,000.

Last year's ticket sales brought in around \$6,000, but only 110 Cayce residents attended, out of around 1,200 people. Vice Chairman Capps stressed the need to attract more locals to the event this year. Mendy Corder said she would follow up with Corey from the Chamber regarding someone speaking at one of their next meetings.

Sheila Starkey suggested we have CBF flyers to hand out during the weekend of the Eclipse as there will be many visitors in town, but that any other major advertising take place after that weekend so as not to be lost in that activity.

## **C) Other items of Interest**

Chairman Creamer stated that he is working on obtaining quotes for the stage. Last year, the stage cost approximately \$5,500-\$6,000 and the estimate for this year's smaller stage is \$1,500 as it will be much smaller. The number of tents will be decreased this year as well from two spectator tents down to one big spectator tent. The projected cost for the tents this year is about \$5,500-6,000.

Katinia Taylor and Chairman Creamer have been working on keeping the budget to about \$35k this year, including the costs mentioned above and an approximate budget of \$9,000-\$9,800 for talent. \$350 will go to the bartending service for alcohol sales. Chairman Creamer suggested that Ed's Bartending provide the service again this year. For this \$350, Louis with Ed's Bartending will be responsible for ID verification. They will be bringing craft beer and will be arranged in the same line as the other food vendor instead of a "pub" area like last year.

T-shirts will be sold at this year's event for around \$10.00. Vice Chairman Capps suggested that the profits from t-shirt sales be retained to offset the cost of the event.

Mendy Corder brought up the idea of the "MASH" type sign that had been mentioned in a previous meeting. Katinia Taylor was going to work on getting a price for it from "Image 360". Robert Myers suggested that he had a friend that could potentially make the sign and that it could be stored at his place of business.

Chairman Creamer told the committee that it was discovered that the tractor used for last year's hayrides had been discovered as missing. The city would be replacing the tractor so that hayrides could be offered again this year.

Mendy Corder revealed that a petting zoo would be offered this year and is included in the budget for a total of \$1,500 for the two-day event. Vice Chairman Capps expressed concern over the liability of a petting zoo and Mendy Corder was going to make sure that was addressed. Kiddy rides were investigated, but were determined to be too expensive at approximately \$4,800.

Chairman Creamer is working on incorporating a car show into the event. It was suggested that the committee look into having a 5k on the first morning of the festival. Robert Myers offered to call Strictly Running to see what they offered. Sheila Starkey mentioned that they had just recently organized a run at the Speedway and could repeat the same path for this event. She also suggested that we give runners a 2-day pass to the festival, included in their registration, which would attract a wider audience.

### **Nature Walk**

The Nature walk was a success again this year. The location of Guignard Park was received well and Rudy Mancke did a wonderful job. Vice Chairman Capps state that the only issue was lack of restrooms in the park. Katinia Taylor noticed that the younger children tended to lose interest about one hour in. She recommended that next year the city offer a one hour session for children and then a 2-hour session for adults.

### **Adjournment**

There being no further business, the meeting was adjourned.