

Board of Festivals and Tourism
Thursday March 10, 2016
Meeting Minutes

Attendees – Karen Graves, Mary Alice Leasure, Mary Klei, Jennifer Reed, Raye Kimberlin, and Elizabeth Clarke

Excused – Phyliss Wyatt

Meeting was called to order.

Board Discussion

The committee discussed board participation in events and parades.

Applefest - Mary Klei is unable to participate at Applefest but might be able to do Feast and Fall-y. Mary Alice stated that she doesn't see a place to give us visibility at Applefest.

July 3rd Parade – The parade will be on a Sunday this year. Shelly has volunteered to get the board a convertible for the parade.

We voted to participate in the parade. Mary K. made the motion, Raye Kimberlin seconded it. All were in favor.

Feast and Fall-y board booth –Booth hours will be 10 am – 6 pm, with 2 hour shifts. The booth consists of CVS handouts and information. It was suggested by Jo Wise that we combine the board booth with the Main Street Lebanon booth. The booth space could be made larger. Last year totes were handed out from the booth with information about Lebanon inside. Jo Wise explained that HDLI changed it's name to Main Street Lebanon as it is a member of the Main Street Association. Mary Alice and Jo will work together to coordinate all volunteers. The booth will be open from 9 am – 7pm.

Christmas Parade – the board booth will be indoors inside of the City building. It can be unmanned if we do not have enough volunteers. It is easy for Karen to coordinate set-up of the tables and chairs.

New Business

Feast and Fall-y - This is the second year for the event. Last year there were 5 food vendors and 25 other non-food vendors. Food was upscale restaurants – no carnival foods. The goal is to expand to 8 to 10 food vendors this year. The event will also expand down Mulberry to Cherry Street. Tables were scattered throughout the event site. It provided a nice event flow. The goal is to keep the event small. Alcohol is being held off for a few years until the event is established. Food vendors included Lucky Dog, Royce, Kelly's, Jam & Jelly Lady and Troy's Café. Troy's owner is helping to secure more restaurants. Local restaurants get a discount and would like to keep it focused on Warren County businesses. There was confusion at the beginning had to direct people to the shuttle for Applefest. At 12 noon, a younger hipper crowd shopped downtown. The Fairgrounds has held antique and quilt shows very well received. There is usually an overflow to downtown. Raye motioned to vote for the approval of the Feast and Fall-y application. Jennifer seconded it. All were in favor of the event.

Little League Opening Day Parade – Tony Tedesco presented the application for the event. The parade was held last year on the path. This year want to make it more festive. Lebanon High School band will play the National Anthem to open the parade. Insurance is provided by L.L.A. There are 5 leagues, total of 40 teams. Coaches will be helping kids with making team banners. The fire and police departments will be involved. The military will do the first pitch. The Mayor will have opening remarks. There will be a dunk booth. George Foster will serve as the parade marshall. Parking was an issue last year. Karen asked if there was a small festival. Tony stated that it is more a celebration day. There is already an existing concession stand. The

teams will raise money through Hit-A-Thon and other activities. Team pictures will also be taken on this day. Elizabeth motioned to approve the event application for the parade. Jennifer seconded it. All were in favor of the event. Next steps will be to meet with the city. Tony also discussed that Lebanon will be hosting the 12 U Tournament on July 8th. There will be 600 – 800 families in town. This is a great time to promote downtown businesses.

Leb Fest – It was discussed as a possible booth opportunity for the board. It was stated that the City of Lebanon sponsors the event at \$1,000 but waives the booth. Maybe next year we could have a booth.

Board Appointments

Mary Alice opened up nominations

Mary Lei volunteered to continue as vice Chair

Raye was nominated to continue as Secretary

Mary Alice volunteered to serve as chair again.

All were in favor.

Old Business

Mary Alice will call about booths and future events.

Minutes need to be located from the last meeting.

Mary L. suggested that we request a report from Applefest, maybe invite them to the next meeting, discuss transitions, how do they plan to fix the traffic and parking issues that did impact the city. Karen will invite Jiffy and the committee to the next meeting.

No staff report

No general discussion.

Meeting was adjourned,

Next meeting will be in July or August to review application for Oktoberfest (3rd year) and Thomas the Train event.