Festival Committee Meeting Notes
4 PM August 20th
Glass Nickel

Ben Anton, Meghan Blake-Horst, Gary Kallas, Brad Kuse, Donna Magdelina, Steve Sperling, Allison Werner, Megan Williamson, Beatrice Hadidian

Objectives:
Try to figure out:
What didn't we do?
What did we do?
What we can do better?

We are starting to talk specific changes.
Can we move from existing point upward?

From SASY Perspective
  Sponsors and Vendors cover fixed costs
    That didn't take place this year
  Got 41K in sponsorships and vending we budgeted 52k
  Need to bring in over 60k in sponsorships and vendor agreements to have
  Sponsors and Vendors cover fixed costs
  41500 total, 37000 was (beer, generator, equipment)
  Need to ensure income that matches fixed expenses
  
  2014 AtwoodFest Budget

Kidsfest
  Volunteer training
  Volunteer Salesmanship:
    Upselling/Pushing bracelet sales etc.
     Use MST3K Hired Short for inspiration
  12-1 both days was pretty slow
  Incorporate stage with convergence, get more people.
  Need more money budgeted to hire musicians
    2000 would have been fine
    Hamstrung by this. Difficult to book bands based on their going rates
  Kids fest Budgeted $1800 for this, spent $1300
    Intellisound comped sound
    Stage was free from WilMar
  Tweak location of stage so that it is closer to Atwood but directed the other way
  Lots of compliments on open and free space.
  Didn't get as many tables as they had hoped.
  Pleasant rest area represented by Kids Fest
  Tables and chairs exceed expectations.
Had plenty of space
Balloon Arch/Banner/more signage

T-shirts
last minute thing
sponsors on the back next year?
provide a tshirt/volunteer kit and training at the same time

Volunteer check in
provide a tshirt and training.
layout and a plan for the producer booth
8 things to know training
raffle can be the last stop on the volunteer needs

Parking and barricades
Two peoples jobs, kind of separate
Bad Dog frida States they may have lost business due the fact that city regs state the no
parking signs need to be out 2 days ahead
next year, we will make sure that the sign on top says "For Saturday and Sunday"

Dogs
"I'm going to bad dog frida to buy a collar" was a common reason giving for having
Dog Corral/DogFest sponsored by bad dog frida where dogs are allowed
Instead of confronting people directly, hand them a piece of paper
less confrontation
these are the rules, everyone's rules
incorporate the dog corral sponsored by bad dog frida

Bikes
bike feds is expensive and need to transport the bike racks ourselves
bike racks by intellisound were 750
Intellisound transporting them, giving them the bike racks for almost free
Be careful on the bike sponsorship
kept trying to get revolution cycles to be the local sponsor

Water
get a water wagon from the city
more signage

*Get #s for tables and chairs*
Based on current numbers and feedback next year we will:
Need approx 400 chairs
Need approx 50-60 round tables
Tables and Chairs get people to stay and have another coordinate delivery of

United Way, ask for more from them

Ambulance report
   Two heat-stroke reports

Left over $ from tips
   There is leftover money from the tip jars after paying licensed bartenders
   After Fe De marquette and willy street, have about 14k to throw a party
   Food served at wilmar
   Busses going to after wilmar parties at Crystal and Harmony
   Cross pollination of volunteers
   Sign up sheets

Convergence
   needs a committee 4-6
   Map of the boroughs for borough captains
   Need a budget for this
   B-cycle station
      Pay for drumline, landau
         they hang out at the b-cycle station until they are in the convergence
   If we start paying acts for the convergence, will set a precedent
      will affect the rest of the festivals
   Pay them on the stage and guilt them into the convergence

Who gets paid, who doesn't get paid and how much? This is a difficult question in regard to:
   Artists
   Volunteers
   Coordinators

Local Restaurants on Atwood
   Monty's and Tex Tubb's states that they were down for the weekend.
   Players is making money hand over fist-
   Move the stage from in front of Texx Tubbs
   All businesses need to do a much better job of telling customers that they will be at
   AtwoodFest Months in advance
   Investigate sliding scale vendor fees based on profit sharing for next year
      Catalyst as an example.
Seemed as though there was a collective exhale for staff and volunteers Saturday at around 2

Volunteer food
   volunteer get tokens to use at vendors
   some type of food station, maybe in the Barrymore buffet
   someone would need to maintain this implement tokens?
   Providing beer in exchange for free food from close by vendors licensed bartenders not feeling that it is their prerogative to police this

Sending out thank yous
   For next year, Month leading up to it Facebook
   Every vendor and sponsor that signs UP gets Facebook likes originating from AtwoodFest FaceBook Page

Volunteers
   Sunday morning,
   Overstaffed
   add last minute volunteers to pool of stand by volunteers
   volunteers can always sell raffle tickets

Bareknuckle
   Need clarify with bare knuckle arts how the vending works for AtwoodFest

Weather
   wind
   Empty gallon jugs
   sand

Golf carts
   rent reliable carts

Need lost and found and signs pointing to producer

volunteer coordinator
   Saturday and sunday
   Create path for incoming volunteers to check in with volunteer coordinator

Marketing
   KW2 was excited to do this
   We can probably expect the same level of commitment next year
Donna, Steve and Brad worked well together
8 foot signs worked really well
Door hangers worked really well
  lots of feedback on doorhangers
  Do this next year
    AtwoodFest on one side
    Convergence on the other side
RoKKer
  On TV
    Needs to be more communication about this type of media presence
Not a real arrangement with Rokker
  It was decided that this would come out SARA's share
These bands would have been a lot more expensive without Rokker and

SASY
  Administrative Fee
    To be paid to Donna and Brad per SASYNA vote and agreement
Add Ryan to Festival Committee page
Tshirts
Parking

Stages
  Need to have people to volunteer to book the stage

Rule
  Line item, 10% over need to bring it to the other two partners

2 votes that Steve lost
  2 big banners over stages
  2-1 on Rokker
    Providing Rokker leverage

Stump Speeches
  Ask that candidates just introduce the bands

Keep things clean and transparent