

Festival Committee Meeting Notes
4 PM August 20th
Glass Nickel

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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

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