

2013 GREENTREE FESTIVAL COMMITTEE MINUTES

January 23, 2013

MEMBERS IN ATTENDANCE: Murray Pounds, David Hufford, Joe Walsh, Kathy Barthelmass, Lloyd Todd, Scott Stevener, Tricia Biere, Mary Hussman, Peggy Childress, Jim Cox, Matt Barthelmass, Bill Burckhalter, Kristen Docter, Becky Engelbrecht, Cindy Coombs, Gerry DeWulf, Steve Knapp, Carol Carpenter, Kevin Miller, Linda Ross, Mike Keehn, Dan Andert

MEETING CALLED TO ORDER: Joe Walsh, 2013 Greentree Festival Chairman, called the meeting to order at 7:00:15 PM. Murray Pounds, Park Director, noted that this was the largest turnout for a first meeting of the committee that he can ever remember and is happy to see such enthusiasm.

INTRODUCTION AND UPDATE OF COMMITTEE MEMBERSHIP: All introduced themselves and their role on the committee. Joe Walsh, Festival Chairman; Becky Engelbrecht, First Vice-Chairman; Cindy Coombs, Second Vice-Chairman. Committee Chairs are listed below with their reports.

BUDGET AND FINANCIAL REVIEW: The 2012 Greentree Festival Financial Performance was reviewed. Murray stated that it was a good year revenue-wise and costs were well contained, with the biggest expenditures being labor costs. If any chairman has any concerns with their 2013 budget they should contact Murray.

2013 FESTIVAL DATES AND TIMES: Saturday, September 7, "Party In the Park"

Friday, September 13, 5:00 – 10:00 PM

Saturday, September 14, 9:00 AM – 7:00 PM

Sunday, September 15, 10:00 AM – 5:00 PM

It was noted that it needs to be repeated in all publicity and on the corner board that craft booths will **not** be open on Friday night. Also, the 5:00 PM ending time on Sunday may be a bit late.

FRIDAY CONCERT PERFORMERS: The consensus was to have the Fabulous MoTown Revue perform again. Their agent has been contacted.

THEME DEVELOPMENT: Due to recent gun issues, Peggy Childress asked the committee if the theme "Wild West" was inappropriate or insensitive. The consensus was that it should be ok, but perhaps emphasize more from a Westward Ho, Country Western or Rodeo angle. Wells Fargo Financial has an incredible stage coach to match the theme which can be rented for \$5,000... if it's possible to find that in the budget.

COMMITTEE REPORTS:

Logistics/Parks & Recreation Dept: Curt Carron/Matt Barthelmass/Kathy Barthelmass

Matt reported that there will not be a bike ramble this year, but a "Run" is possible if anyone wants to organize it.

Kid's Day: Kim Nielsen/Kristen Docter/Tricia Biere

They are considering a Zumba-type activity.

Information/Information Booths: Scott Stevener

Shuttle (and Weather): Dave Hufford

Dave asked whether it is necessary to have a shuttle for Friday night. He will check with Meramec.

Car Show: Mike Keehn

Mike reported that the weather affected the turnout last year so that the 150 allotted spaces were more than were needed. Only allot 100 spaces for this year.

Regatta: Fred Burk

Arts & Crafts: Mary Hussman/Carol Carpenter

70 out of the 180 possible booths have already submitted payment. Some complaints from last year will be addressed (i.e. booths located near trees will be realigned; should vendors be juried for quality and variety?) Applications must be received by March 31 to assure reserving the same location as last year. 25 vendors were on the waitlist to get space in 2012.

Police Department: Jim Cox

Fire Department: Leo Meyer/Steve Knapp

Parade: Peggy Childress

Peggy will continue work on the western-theme. Suggestions for a Grand Marshall are needed.

Parade Logistics: Lloyd Todd/Gerry DeWulf

Lloyd reported that there will be some changes made with the parking lot set-up. Allowing one-way traffic down Essex from the west worked well and will be repeated. Drivers are encouraged to drop off parade participants at the north lot (Dougherty Ferry) to relieve traffic congestion. There is a need for parade marshals to walk along with the parade to keep it moving and to avoid gaps. The Police Department has Segways, but there was concern about liability.

Publicity: Beth Von Behren (City Public Information Officer)

Photographers: Bill & Katie Burckhalter

Bill reported that an Amtrak representative attended last year's dance and was very impressed. Amtrak will be asked to be a sponsor for this year's dance.

Entertainment: Jeff Kelly

Folk Life: Dinah Nash

Applications have already been sent out. A local rep is needed to assist Dinah.

Food Booths: Dan Graham/Devin Graham/Kirk Hutchison

Fund Raising: Kevin Miller/Sheri Mistretta

Kevin reported the letters will be going out in the next 2 weeks. There were 10 sponsors last year and we already appear to have 12. Express Scripts was suggested as a potential sponsor. Purina will be contacted about the possibility of bringing their dog team.

Wine Garden: Jack Hoeman/Joe Roeser

Dance: Debbie Zisser/Linda Ross

Linda reported that the dance will be called a "Party in the Park" which sounds more family-friendly. The band will be Boogie Chyld. Three food trucks were used last year and very well-received. Perhaps we will add more variety this year, but no more than five. There was discussion that it should start earlier – 6 or 6:30 PM.

Tennis Tournament: Don Lachance (Parks)

Missouri Fiddlers: Steven Hall/Vesta Johnson

OTHER NEW BUSINESS:

- ❖ Need to determine how to better discourage the bringing of dogs into the Park. We want to avoid having to say that they are “prohibited.”
- ❖ There is a definite demand for an annual t-shirt/sweatshirt. The problem is finding a vendor willing to take the financial risk. Perhaps setting up a pre-order and payment option on the website is the answer. The same “tree” logo has been used for the last couple of years and gets slightly modified to match each year’s theme.
- ❖ There was discussion about whether to produce a poster showing the last 4 Greentree themes.

MISCELLANEOUS:

Murray asked that all review the website to see if there are any recommended changes and to contact him or Joe if there are any questions before the next meeting.

He reiterated how excited he is to have such a good turnout for this first meeting!

NEXT MEETING: Wednesday, February 27, 2013, 7:00 PM at the Kirkwood Community Center.

. Future meetings of the committee are scheduled for March 27, April 24, May 22, June 26, July 24, August 28, and September 25. Committee Picnic October 2.

ADJOURNMENT: 7:51 PM

Submitted by:
Cindy Coombs