



Summerfest Committee Meeting
Tuesday, January 9, 2018

Agenda

Karen Rumo (guest); Deb and Tommy Matthews; Robin Mullins; Tim Graham

- I. Save the date postcards and flyers
 - a. Robin to update the Facebook page
 - b. This seems like a good thing to boost on the Facebook page
 - c. Save the Date ad in the Newspaper
 - d. ¼ page, ½ page and full pages- Robin to get prices on those items
- II. Review sponsorship and business packets for recommended changes
 - a. New materials should be available on our website by late January
 - b. Numerous changes made to sponsor levels – Everyone is a “Friend of Summerfest” with different levels of sponsorship – remove signature, gold, silver... etc. from titles
 - c. Efforts will be made to recruit more community organizations
- III. Use of Summerfest Website, windhamrecreation.com and Facebook – what makes the most sense and who will manage each piece?
 - a. Robin will manage Facebook
 - b. Linda to connect with Kelly to get Website log-in information; e-mail addresses will be assigned
- IV. Review current Summerfest budget and discuss any potential changes
 - a. Community Bands for Parade – Deb to try to recruit someone – given \$1000. for parade budget (toward entertainment)
 - b. WCST in the parade – see if that is a possibility for entertainment
 - c. Items that can be removed from budget: Parade volunteer t-shirts, kiosk graphics (only use one kiosk), reduce number of tents, chairs, and tables that are being rented; Redistribute marketing budget – get prices for various ads at both papers
 - d. Get some prices on different booklets – Tim will get some prices on some various options
 - e. Keep the carnival; Camp Sunshine volunteered games and materials for

activities – seek volunteers to aid in running games (Interact, Key Club, other youth organizations)

V. Committee Assignments

- a. Sponsorship and Business Solicitation (Tim)
- a. Entertainment (Tom)
- b. Games and Activities (Liza, Ron, Tim) –
- c. Community (Robin), Craft (Barb), and Food Booths (Robin)
- d. Marketing- (Robin, Tim)
- e. Volunteer Coordination – (Robin, Liza)
- f. Logistics Committee – (Deb, Ron)
- g. Parade – (Robin, Deb)
- h. Registration (Parks and Recreation Department)

VI. Next meeting date and time – February 13th, 6:00 p.m.