

2020 Colony Days Board Meeting Minutes

2.20.2020

Attendees: Karen McNamara, Kent Kenney, Heather Young, Candice Hubbard, George Westlund, Maggie Vandergon, Dianne Greenaway, Brenda May, David May Lisa Kania, Chuck Kania, Bob Martz, and Elizabeth Enriquez-Phillips.

The regular meeting of the Colony Days Committee was called to order at 6:00 p.m. on February 20, 2020, at the Conference Room at the Hope Chest Emporium by Karen McNamara, Chair.

Update to meeting minutes of 1.13.2020: Candice Hubbard, add to the minutes that the amount for Micheal Cagnia's check is \$218.00.

- I. Motion to adopt correction and the addition of the additional information from the last meeting made by Candice, seconded by Kent Kenney, motion approved.

Chair's Report: Karen McNamara said that Lara Christian, the City Liaison will be out this meeting, but will be here next month. Karen will be the point of contact for the City Liaison and she will go to the city to fill out any needed applications.

- I. Karen presented a word of the year, which is "Early" and not doing things at the last minute. Set up reminders for the Friday before the meeting. Minutes will come out after the meeting. Roster/ sign up list to be published internally.

Treasurer's Report: Candice Hubbard does not yet have access to the bank account and does not have a balance to present, but will meet afterward to talk about new signers.

Three checks still need to be paid for: Micheal Cagnia, Hopper Media and Red Oak Security.

In the check register, those checks look like they were written, but were not. The check numbers are still in the bag. The Treasurer has not received all the information to present a budget yet. Here are the numbers she did present:

- I. Without sponsorship, Tent City income is estimated at \$3,700. Tent City expenses estimated at \$6,930. What Diane Presented, which is just for Saturday for Tent City.
- II. The parade estimated expense budget at \$1,640 for the base scenario, if we need to pay for the PA system and can almost double depending on the PA system.
- III. 4th of July Fundraiser: Budget presented (attached). Discussion from Candice Hubbard, Dianne Greenaway, Karen McNamara, David May, Lisa Kania on how to make the 4th of July a fundraiser for Colony Days, sponsorships, grants, manage vendors, the Atascadero Printery Foundation's role in it, how to increase donations for the event.
Plan is to reduce the fees of paying the bands, with supplemental payment from cash in the donation jars that are passed around during the event. This will be clearly stated in their contracts, 50% of the donated cash from the jar will be split evenly between the three bands.
 - A. Brenda May made a motion to approve the budget for the 4th of July Bluegrass event, George Westlund seconded it - motion approved.
- IV. Candice said Marketing submitted their budgets, Heather Young presented a basic budget and a best-case scenario budget. Marketing budget does not include marketing for the Fourth of July, but does include Tent City After Dark. The budget also does not include T-shirts, as those will be driven by sponsorships.
 - A. Candice Hubbard- Basic budget expenses (no sponsor monies) includes printed materials, banners, website, host and email, and buttons \$2,855.00.
 - B. Best Case scenario - include the button sales, the TBID grant at \$10,000, one website, and one general media sponsor. With that income directed towards marketing, more can be done

with print, tv, and radio advertising of \$2,500 and \$1,000 for web advertising and “on the wall” advertising at Galaxy Theaters.

- C. Candice said that Marketing would like to have the basic budget approved of \$2,855.00 to get started. Heather will be going to TBID in March.
 1. Maggie Vandergon moved to approve the basic budget for marketing, Kent Kenney seconded, motion approved.

Marketing Report: Heather Young presented her written report via email and will have logo proposals next meeting.

Parade Report: Met with Parade sub-committee virtually for budget. George Westlund to help with getting quotes from PA providers.

- I. Budget may change for next year, as Albert Almodova stated that we will need to purchase and replace the swag on the stands.
- II. David May will be hosting a parade workshop on how to make a float - to show participants depending on their budget on how to make a nice entry with minimal effort. The workshop will feature three levels to create floats.
- III. A discussion took place with David May, Lisa Kania, Karen McNamara, Maggie Vandergon, and Kent Kenney regarding the theme, the challenges with the parade. Some suggestions about increasing the musical categories.

Chair’s Report (cont.): Karen McNamara shared how she was on KCBX radio and discussed the complex history of our Nation and Atascadero and Colony Days as a whole.

Festival Report: Karen McNamara is working with Gina Cirocco. regarding Logistics which Festival falls in along with vendors. A discussion with vendors for both the 4th of July and for Colony Days took place regarding updated prices and discounts. (See Attached Vendor Form).

- I. Maggie Vandergardom pledged to donate \$60 as a donation for the Warming Shelter’s vendor space for Lisa Kania’s dedication to the group.
- II. A discussion on the BBQ contest took place regarding samples and voting and fees to participate.
 - A. Candice Hubbard made a motion to approve vendor prices as discussed, George Westlund seconded - motion approved for new vendor prices.

Volunteer Report: Candice Hubbard said a different and more directed approach is needed to get more volunteers. She is willing to talk to service groups, far in advance.

Special Events Report: Karen said we need someone to step up to be Special Events coordinator, though Karen would stay as Special Events coordinator if need be. A good 4th of July Committee is also needed.

Sponsorship: Karen reported that we need to get sponsorship packets out. Recruitment of someone to take on Sponsorships as Candice is assisting to coordinate/ organize. Candice will print sponsorship packets by next meeting, Heather will get them up on the website.

- I. Thanks to Kelly Avilla with Avila Traffic Safety for pledging again a \$4,000 in-kind for donation for 2020 Colony Days.

New Business: Elizabeth Enriquez Phillips will start the updated roster and create new vendor and parade forms.

Dogtober Report: Bob Martz reported that the Dog Races would like to be in the same place as well as their main vendor (Lemos), who generously donates anywhere from \$750 to \$1,000 for the dog park.

- I. Suggested times for the Pet Contest at 12:30 p.m. and pet races at 1:00 p.m. Discussions occurred as the Parade Awards usually takes place at 12:30 p.m.
- II. Bob said that the number of dogs that race keeps going down. That they need to coordinate better with publicity. Last year there were zero entries online- people generally showed up with the mailed form to register. The local vets' in the area and the pet stores will have the registration form.
- III. It was suggested that the participating costume dogs could enter the parade to advertise the event and help with marketing.

Meeting adjourned at 7:39 p.m.

The next meeting will be on the 2nd Monday of March (3.9.2020) held at the Community Church at 7 p.m.