

# 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 6 p.m.

# Colony Days Marketing Committee Report

March 2020

The marketing committee nearly has a final logo to present. Volunteer Anthoney Hopper is working on the design and it will either be ready for presentation at the March meeting or at the April meeting. Once the marketing committee finalizes the design and sends it to the board, work will begin on posters and postcards for the October event.

The committee is waiting for the lineups for Fourth of July and Tent City After Dark to design postcards and posters for those events. It is hoped that volunteers can pass out postcards for those two events at the Parkfield Bluegrass Festival the weekend of Mother's Day. Heather Young will give a presentation to the Atascadero tourism board this month and request marketing money for the Fourth of July and Colony Days events.

Preliminary events for all of our events have been submitted to online calendars. Updated event listings will go out once lineups have been finalized.

Tent City After Dark tickets are available for sale via 805Tix (link is on our website)  
Vendor apps for Fourth of July & Colony Days are available online  
Sponsorship applications are available on the website  
We are able to take vendor fees and sponsorship money via Square on the website.

The website is constantly being updated to reflect the most up-to-date info to make the website the first stop for anyone (including our volunteers and board members) wanting to learn more.

The website also has a page (find it at the bottom of the website) called Board of Directors, where board members and the public can find out who is on the board, when the meetings are AND see past meeting minutes and agendas for future meetings.

In addition to putting all the events and meetings on Facebook, we also now have a Google calendar on the website with ALL upcoming board and committee meetings. If your committee is having a meeting, send that information to [publicity@colonydays.org](mailto:publicity@colonydays.org) ASAP for inclusion on the calendar.

The marketing committee would like to have an ad in the issue of AAA's Westways magazine that is published in August or September because we know we can reach a lot of eyes and get visitors from out of the area from that. We have gotten attendees from a listing in a past Westways, but the calendar listings are random and cannot be guaranteed...unless we advertise.

Submitted by Marketing Director Heather Young  
March 4, 2020

	Main Category	Sub Category	2019 Actuals	2020 Budget		
					Description of items within categories	
<b>INCOME</b>						
	<b>Sponsorships</b>		2725	10000	Friends of Colony Days, Red/White/Blue Sponsors, Supervisors Grant,	
	<b>4th of July</b>		4950.74	11800	BBQ Contest, Sponsorships, Swag Sales, Vendors	
	<b>Tent City After Dark</b>		7556.56	10250	Bar, Mercantile, Diner, Ticket Sales, Sponsor	
	<b>Festival</b>					
		Tent City	3438.08	3000	Bar, Mercantile, Diner, Costumes, Tents	
		Marketing	510	500	Buttons	
		Vendors	3,779.00	4,000.00		
	<b>Other Special Events</b>					
		Mixer	72	250	Raffle at mixer	
		Open House	0	0		
	<b>MISC</b>		793			
	<b>INCOME TOTALS:</b>		23824.38	39800		
<b>EXPENSES</b>					Description of Expenses within Categories	
	<b>Operations</b>					
		Office	156	156	PO Box, Checks	
		Storage	400	400		
		Tax Preparation	175	175		
		Chamber of Commerce	120	120		
		Insurance	2380.37	2500		
		Misc. Supplies	239.42	100	binders, printing, name badges	
			3470.79	3451		
	<b>4th of July</b>	Bands/Sound	3900	3000		
		Decorations		500		
		Marketing		500	banners/printed marketing materials	
		Awards		500		
		Misc. Supplies		300		
		Security		500		
			3900	5300		
	<b>FESTIVAL</b>	Sponsorships	134.82	200	Banners for Float	
				100	Printing	

			134.82	300	
		Marketing	300	250	Banners
			375.85	600	Printing
			n/a	1000	Website/Emails
				500	Web Advertising
			474.09	500	Buttons, Swag
			25		Misc (vendor booth)
			874.94	2600	
		Volunteers	68.72	100	Misc
			68.72	100	
		Festival	1160.98	1200	Bathrooms
			??	600	Tables/Chairs
			1160.98	1800	
		Parade	162.29	320	Printing
			477.61	400	Plaques/Awards
			99.58	120	Judges Food
			100	200	Cash Awards
			550	600	PA Systems
			1389.48	1640	
		Tent City	1100	2250	Equipment (Big Tent/Tables/Chairs)
			750	1150	Entertainment (Sound/Bands)
			156.52	200	Electrical
			961.8	1000	Movers
			??	500	Diner
			140	100	Bar
			??	100	Mercantile
			??	300	Costumes
			871.2	500	Security
			218.24	100	Misc. (repairs to tents)
			4197.76	6200	

	<b>TENT CITY AFTER DARK</b>					
		Bar	937.44	1200	ABC license, Alcohol, Supplies, glasses	
		Diner	223.15	500	Food, Supplies	
		Equipment		550	tables/chairs/tent (share with festival and tent city)	
		Entertainment	3350	3500	Sound, Bands	
		Lights	75	200		
		VIP costs?		200		
		Security		600		
			4585.59	6750		
	<b>EXPENSE TOTALS:</b>		19783.08	28141		





# Atascadero Colony Days PARADE ENTRY FORM

47th Annual Parade – Oct. 3, 2020 – 10 a.m.

**Atascadero, look how far we've come!**  
*100 years of women's rights, arts and literacy*

**Deadline  
for entries is  
Monday,  
Sept. 14, 2020**

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**A CHANCE TO WIN \$100 in cash for "Theme" and "Most Humorous" parade entries!**

CIRCLE your parade category, sign the Waiver and Rules form, and submit together to the addresses listed below.

### GENERAL CATEGORIES

- A01- Float, commercial  
(Business/ government)
- A02- Float, noncommercial  
(club / non profit)
- A03- Walking group
- A04- Marching band
- A05- Family/ Individual
- A06- Musical entry

### EQUESTRIAN OR ANIMAL

- B01 – Group
- B02 – Individual

### CARS/TRUCKS

- C01- Motorized
- C02- Specialty  
(Vintage, fire trucks, etc.)

\*Categories subject to change.

The Parade Committee reserves the right to change your desired category, or deny entry into parade for any reason.

### ENTRIES NOT JUDGED

- Honor Color Guard
- Military
- Political
- News Media

Number of people in your entry: \_\_\_\_\_ Number and Type of vehicles: \_\_\_\_\_

Estimated length in ft.: \_\_\_\_\_ Will you have music, loud noise, or horns? \_\_\_\_\_

**IMPORTANT** – Pick up your entry number and participation ribbons at the Kiwanis Parade Check In stand between 8 a.m. and 9 a.m. at the corner of Pueblo Avenue and El Camino Real in the CoastHills Credit Union parking lot.

**Colony Days parade entry is FREE! Our organization is a 47-year community-supported nonprofit.**

Would you like to make a tax-deductible donation to the 501(c)3 Colony Days Committee? \$ \_\_\_\_\_

**Provide a concise description of your entry for the announcer to read.**

**Type if possible and attach it to the back. Please limit your announcement to 60-75 words.**

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**Provide a brief description of your actual entry. (ex. Classic vehicle with a walking group, etc.):**

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Complete the Colony Days Parade Entry form, Waiver and Rules form — drop off to the Atascadero Chamber of Commerce Office, or mail to Colony Days Committee, by Monday, Sept. 14, 2020.

**Deadline for entries is Monday, Sept. 14, 2020**

Colony Days Committee  
P.O. Box 1913  
Atascadero, CA 93423

Chamber of Commerce  
6907 El Camino Real, Suite E  
Atascadero, CA 93422



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**Deadline  
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Monday,  
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## READ THESE RULES BEFORE SENDING YOUR ENTRY FORM TO AVOID DISQUALIFICATION:

- 1 – Nothing is to be thrown or given away by parade entrants. Children attempting to retrieve prizes or treats could slip under wheels or animals. **NO EXCEPTIONS.** You will be asked once to stop. On the second offense, you will be escorted off the parade route.
- 2 – All entries are subject to approval by the Colony Days Committee.
- 3 – All unruly animals shall be removed immediately from the staging area or parade route and will be disqualified from participation.
- 4 – Please do not **BUNCH UP** or **LAG BEHIND.** Keep approximately 75 feet between entries.
- 5 – No carrying or discharging of loaded firearms.
- 6 – No alcoholic beverages allowed in the parade.
- 7 – Political candidates are welcome, but no distribution of material is allowed along the parade route. A sign stating the name and office held or sought by the candidate is allowed (Example: John Jones, candidate for supervisor)
- 8 – Commercial entries may state the name of the business. No other advertising or distribution of leaflets, candy or other favors or samples is allowed.
- 9 – Children 6 years or young on animals must have a lead rope attached with an adult rider or walker. **NO EXCEPTIONS.**
- 10 – A donated truck to pull your parade entry is not required to cover up its normal signage painted on the door or body.
- 11 – No sirens or loud noises (Except for Fire Dept. & Police Dept.)
- 12 – **FORWARD MOTION** must be maintained at all times. If you have a routine, please perform it in a forward motion.

**REMEMBER: PARADE NUMBERS** will not be mailed to you. You must pick them up on the morning of the parade (between 8 and 9 a.m.) at the corner of Pueblo Avenue and El Camino Real in the CoastHills Credit Union parking lot.

**WAIVER:** I, \_\_\_\_\_, knowing the risks of participating in the Colony Days Parade and events, I hereby agree to assume those risks and to release and hold harmless all the persons or entities mentioned above, or any of the indemnities who (through negligence, carelessness, or otherwise) might be liable to me, or my heirs, or assigns, for damages. I assume responsibility for all people, animals, motor vehicles, messages, or any injury caused as a result thereof. It is further understood and agreed this waiver, release and assumption of risks is to be binding on my heirs and assigns.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

**Sign waiver and bring to parade check-in station on the day of the parade,  
or at the Colony Days Mixer on Sept. 30 (location TBD)  
or mail to Colony Days Committee by Monday, Sept. 14, 2020.  
P.O. Box 1913, Atascadero, CA 93423**

**For the latest updates and upcoming Float Workshop! Like and follow Colony Days!**





# COLONY DAYS VENDOR APPLICATION

Atascadero 4th of July Bluegrass Freedom Festival and Colony Days

Wednesday, July 4, 2020 • Atascadero Lake Park

Saturday, October. 3, 2020 • Sunken Gardens

Name of Business or Organization \_\_\_\_\_

Resale # or Tax Exempt # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip code \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Item to sell, distribute, or demonstrate: \_\_\_\_\_

Do you need electricity? \_\_\_\_\_

Y N

Special request? \_\_\_\_\_

Add to event mailing list? \_\_\_\_\_

Y N

**Please circle desired booth - Discount available for registering for both events (see below)**

Atascadero 4th of July Festival			Atascadero Colony Days			
CATEGORY	Deadline to register	May 29	June 27	Deadline to register	Aug. 31	Sept. 28
Artisan		\$50	\$100	Artisan	\$50	\$100
Regular		\$80	\$140	Regular	\$80	\$140
Nonprofit		\$60	\$120	Nonprofit	\$60	\$120
Political/ Corporate		\$225	\$400	Political/ Corporate	\$225	\$400
Amusements/ Rides		\$300	\$350	Amusements/ Rides	\$800	\$850
Food		\$175	\$300	Food	\$175	\$300
Nonprofit Food		\$120	\$200	Nonprofit Food	\$120	\$200

**\*\*Register for two events, received a special discount of \$30 before May 1st and \$10 after June 1st.\*\***

A single booth is 10' by 10'. Electricity is a \$10 charge; *you must supply power cord*. Fees must be paid in advance of the event.

Booth location is chosen by committee, no exceptions; requests made by June 6 for 4th of July will be considered.

Booth Category: \_\_\_\_\_ Number of booth spaces : \_\_\_\_\_ x \$ \_\_\_\_\_ rate = \$ \_\_\_\_\_

Check or  Credit Card #: \_\_\_\_\_ Visa MC Amex Discover

Total: \$ \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV/CVC: \_\_\_\_\_ Billing Zip code: \_\_\_\_\_

\*Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**\* All applications need to be signed, whether paying by check or credit card.**

**Please mail payment and application to: Colony Days, P.O. Box 1913, Atascadero, CA 93423**

*For more info, contact Brenda May, vendors@colonydays.org*

**Please consider donating a portion of your proceeds to Atascadero Colony Days.**

**We are a 501(c)3 nonprofit that have run on public support since 1973.**

OFFICIAL USE ONLY Date received \_\_\_\_\_ Check # \_\_\_\_\_ Amount \_\_\_\_\_ Vendor ID: \_\_\_\_\_



# COLONY DAYS VENDOR APPLICATION

## Atascadero 4th of July Bluegrass Freedom Festival and Colony Days

Wednesday, July 4, 2020 • Atascadero Lake Park  
Saturday, October. 3, 2020 • Sunken Gardens

### RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE

I, \_\_\_\_\_ fully understand that my participation in the Atascadero 4th of July Bluegrass Freedom Festival (Event) and/ or the Atascadero Colony Days (Event) exposes me to the risk of personal injury, death, or property damage. I hereby acknowledge that I am voluntarily participating in the Event and agree to assume any such risks. I hereby release, discharge and agree not to sue Atascadero Colony Days Committee, Lakeside Paddleboat, the City of Atascadero, or any other vendor for any injury, death or damage to or loss of personal property arising out of, or in connection with my participation in the event(s) from whatever cause, including the active or passive negligence of the Event(s) or any other participants in the Event (s). In consideration for being permitted to participate in the Event(s), I hereby agree, for myself, my heirs, administrators, executors and assigns, that I shall indemnify and hold harmless the Atascadero Colony Days Committee, and/or the City of Atascadero from any and all claims, demands actions or suits arising out of or in connection with my participation in the Event(s).

**I HAVE CAREFULLY READ THIS RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT IT IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ALL VENDORS:** must have a retail sales permit from the California State Board of Equalization and must handle their own sales tax collection and reporting. All vendors are required to be open for business during the hours of 2 p.m. - 8:30 p.m. for 4th of July Freedom Festival and/ or 10 a.m. - 4 p.m. for Atascadero Colony Days. All sales must be made from your booth. No walking around selling. All vendors must have liability insurance. If you have insurance ask your provider for a "Certificate of Insurance" naming Atascadero Colony Days Committee, and the City of Atascadero as additional insured. If you do not have insurance, you **MUST** sign the attached Hold Harmless agreement. In addition, all food vendors are responsible for obtaining the necessary health permits. You can download a form from the SLO County Health Department Website at [www.slopublichealth.org](http://www.slopublichealth.org). Make sure it is the *Temporary Food Facility checklist and application*. The San Luis Obispo County Health Dept. phone number is (805) 781-5544. Please make a copy before you mail it in and keep a copy in your booth during the event.

**BOOTH SETUP:** 4th of July Freedom Festival setup: 11 a.m. to 1:45 p.m. Colony Days setup: 8 a.m. to 9:45 p.m.

**PARKING:** Vehicle must be parked in the designated "vendor parking" as detailed in event map provided later.

Names and ages of those working your booth:

_____	_____
_____	_____
_____	_____
_____	_____