



City of Boiling Spring Lakes

9 East Boiling Spring Road
Boiling Spring Lakes, NC 28461

Special Events Committee Meeting Minutes November 9, 2016 6:00 P.M.

ATTENDANCE: Michelle Hennessy, Chairperson, Kathleen Caric, Lucille Launderville, Kevin Metzker, Sr.

COMMISSIONER LIAISON: David Crawford

STAFF: Pamela Bellina, Administrative Assistant

I. CALL TO ORDER

The regular monthly meeting of the Special Events Committee was called to order by Chairperson Michelle Hennessy, at 6:04 p.m.

II. APPROVAL OF AGENDA

Michelle requested to change the order of Old Business to hear Christmas Festival first, Tree Lighting second and Fall Festival/Haunted Hayride last.

A motion was made by Lucille Launderville and seconded by Kevin Metzker, Sr. to approve the agenda as amended above.

Vote: 4 - 0

III. APPROVAL OF MINUTES

A motion was made by Kevin Metzker, Sr. and seconded by Lucille Launderville to accept the October 10, 2016 minutes as written.

Vote: 4 - 0

IV. PUBLIC COMMENT

Fire Chief Teresa Tickle and FF Tim DeBruhl of the Boiling Spring Lakes Fire Department, Tammy Sollenberger of the BSL Library Commission and resident Karen Stein who lives on South Shore Drive all requested to speak during the discussion of the Christmas Festival.

V. OLD BUSINESS

a. Christmas Festival

Fire Chief Teresa Tickle and Firefighter Tim DeBruhl along with Police Corporal John Thomas wanted to speak with the Special Events Committee about having the event at the Community Center and the problems they foresee. There is not enough room for the fire trucks to turn in the parking lot and the parking lot may not be large enough to accommodate all of the visitors if there are as many as last year. It was discussed hosting the event at the Fire Department, Station 1 located on Rt. 87 and Miller Road. The 4-bay garage could be used for the crafts, cookie decorating and story time. Santa would be located inside the Fire Department. Corporal Thomas said they can make sure it will be well lit for the children to walk to and from the buildings and they can block Miller Road from traffic.

Safety of the riders was discussed and Chief Tickle preferred to have a shorter route this year with four fire trucks. They will do a second ride if they cannot accommodate everyone on the first ride. Tim is working on the route. He would like to add the route to the flyer. Kathleen suggested two flyers one of which should have the route and best locations for viewing the parade.

The committee discussed the cookies for the cookie decorating. Last year members made the cookies which was very time consuming. Michelle researched purchasing cookies online but it was expensive. Kathleen mentioned purchasing from a food service store however there were none local. Resident Karen Stein offered to make the cookies for the event but the committee reminded her they were looking for at least 300 cookies. Corporal Thomas suggested asking the local WalMart, Lowes Foods or Food Lion if they would donate the cookies for the event. Kevin will speak with the Manager at WalMart about donating the cookies and see if they will also donate the icing.

Corporal Thomas offered to have officers present at the event. Kathleen advised the High School Key Club will help at the crafts tables.

Michelle asked the members to come up with craft ideas. Last year they had a picture frame which the children could decorate. Kathleen suggested a reindeer made from candy canes and pipe cleaners. Michelle will purchase the coloring books and crayons for the giveaway bags along with some candy and candy canes. Corporal Thomas offered to provide BSL Police Department pencils and badge stickers for the giveaway bags. Michelle found a new Letter to Santa form which the children can fill out. Kathleen suggested having face painting as that is always something the children like.

Tammy Sollenberger from the Library Commission asked where they would be located now that there was a new venue and what time should they set up. Kevin advised he could open the fire department whatever time of day was needed for access. Michelle said mostly everything will take place in the garage with only Santa in the fire department building. Michelle like the fireplace the Library Commission brought last year and thought it would look great again this year.

The members discussed pictures with Santa since last year it took so long for the pictures to print. Kathleen suggested posting the pictures on Facebook which would allow parents to print the picture themselves or share it on their Facebook page. Michelle suggested they could have all of the pictures printed at WalMart and advise the parents the date to pick them up. Kevin offered to have them pick up at the Fire Department and what doesn't get picked up that day, Michelle asked Pamela if they could be picked up at City Hall.

Corporal Thomas asked the members if he could donate to Special Events Christmas tree lights as he had a big plastic tub full. Michelle gladly accepted.

The members then discussed advertising the event. Kathleen said there is a way to promote the event on Facebook which reaches out to 5,000 local accounts. The cost is approximately \$30. She will research more about it but thought it was a great way to reach a large amount of people. The members also discussed placing an ad in the State Port Pilot about the event.

A motion was made by Kevin Metzker and seconded by Lucille Launderville to put an ad in the State Port Pilot which cost is approximately \$70 and the Facebook promotion which is approximately \$30.

Vote 4 – 0

b. Tree Lighting with Bolivia Elementary ~ December 2, 2016

Bolivia Elementary kindergarten and first grade art classes will make the ornaments. Kathleen will find out how many ornaments they will make and will pick them up at the school. Kathleen offered to decorate the tree prior to the arrival of the parents and children and then the tree will be lit once the parents and children arrive. Parents can take pictures of the children in front of the tree. Hot cocoa and cookies will be served. Corporal Thomas will verify with Chief Shirley but said if need be, the hot cocoa and cookies can be served in the training room at the Police Department since that room is near the tree. Kevin will get cookies for this event also.

c. Fall Festival / Haunted Hayride ~ recap

Michelle said the event went well and thought there were as many people as last year if not more. Michelle and Kathleen purchased new Halloween decorations. For next year's event they would like to decorate part of the trail with some of the new items they purchased.

Michelle suggested next year they have more trailers or bigger trailers which would enable them to put more people on the trail which she hopes would lessen the wait time. They also had a difficult time finding city employees who could drive the trucks.

Michelle discussed with the members and Commissioner Crawford about the purchase of an enclosed trailer which will enable them to haul tables, chairs, tents, and all the items they need for their events. The members have to find people to help bring the items to the events and it sometimes requires more than one trip. A trailer will enable them to store and move their items

easier. The committee already pays for a storage unit so she thought those funds could be put toward payments of an enclosed trailer. Commissioner Crawford will speak with Jeff Repp.

VI. NEW BUSINESS

a. 2017 Event Dates

The members decided on the following tentative dates for next year's events:

April ~ event and date to be determined
May 20th ~ Spring Fling
June 17th ~ Battle of the Bands
August 19th ~ Mayor's Cup Golf Tournament
September 16th ~ 9/11 Memorial Bike Run
October 21st ~ Fall Festival / Haunted Hayride
December 1st ~ Annual Tree Lighting
December 2nd ~ Christmas Festival

The members discussed how to best advertise the events. Aside from the City's website, electronic sign and the committee's Facebook page, flyers get placed and ads get placed but turnout is sometimes low. Purchasing an ad the size of a business card costs approximately \$60 - \$70 and running it more than once is costly. Purchasing air time for radio or television is just too expensive. Commissioner Crawford will speak with Jeff Repp to find out if the City can advertise not only the Special Events events but also all Parks & Recreation Department events, Library Commission events, any City event. Having big exposure in the newspaper may help with all City events.

VII. ANNOUNCEMENTS ~ none

VIII. NEXT MEETING AGENDA ITEMS

The members have cancelled their December meeting and will meet again in January of 2017. The following will be on the January agenda:

2017 Event Date Planning

IX. ADJOURNMENT

A Motion was made by Lucille Launderville and seconded by Kevin Metzker, Sr. to adjourn the meeting at 8:00 PM.

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Respectfully submitted,

Pamela Bellina, Administrative Assistant