



City of Boiling Spring Lakes

9 East Boiling Spring Road
Boiling Spring Lakes, NC 28461

Special Events Committee Meeting Minutes January 11, 2017 6:00 P.M. City Hall

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

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 6:00 p.m.

II. APPROVAL OF AGENDA

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

Vote: 5 - 0

III. APPROVAL OF MINUTES

A motion was made by Kevin Metzker, Sr. and seconded by James Stein to accept the November 9, 2016 minutes as written.

Vote: 5 - 0

IV. PUBLIC COMMENT ~ none.

V. OLD BUSINESS

a. Tree Lighting and Christmas Festival ~ Recap

The members discussed some of the complaints they heard about the event such as families standing in line for the fire truck ride being skipped over to ride inside the truck and also that the second ride was much shorter than the first. Michelle explained those issues were not under their control but will strive to make next year more organized now they are aware of the issues. Commissioner Crawford thought there were too many children running unsupervised around all of the fire trucks and cars and was worried about their safety. Michelle discussed asking another local fire department if they could participate with the ride to help alleviate the need for two parade rides. They will also determine a better way to organize the lines for the fire truck parade ride. Kathleen asked if anyone sent out thank you letters to the businesses that donated food for the event and Michelle said the donation request letter thanks them in advance for their donation. Lucille did place a thank you in the Letter to the Editor section of the *State Port Pilot*.

b. Trailer

Commissioner Crawford reviewed his discussions with City Manager Jeff Repp about the purchase of an enclosed trailer for Special Events. He researched prices for a trailer and found one at the approximate cost of \$3,500 which would have an extra foot of headroom, a towing package, made from heavy duty aluminum and would have a double back door and approximately 94 square feet of room. He will research if it will have a side door. He is unsure whether it will have to be picked up or if it can be delivered but will find out. Kevin offered to pick up the trailer if need be. It will take 4 weeks for the trailer to be made. Commissioner Stilwell suggested waiting until the end of the fiscal year since that is when the lease is up on the storage unit and the matter will be discussed at budget hearings but the City Manager was on board with the purchase in lieu of leasing the storage unit.

As to advertising the events, the City Manager suggested to Commissioner Crawford that the committee use the new website, new City Facebook page as well as the City's Twitter account to get the word out about the events. Sarah Wilson of the *State Port Pilot* advised that if a press release is provided to her, she will make sure the event is mentioned in the newspaper. Michelle believes Sarah will make sure it is on page 2 and the upcoming events section both of which are free but an actual ad would cost money. Michelle thought the promotion program Kathleen used on Facebook which promoted the event to 5,000 people in the BSL area was great and it was much less expensive than advertising in the newspaper.

c. 2017 Event Planning

The members discussed if there were any conflicting events locally. Michelle advised Steven White is on board with the August 19th date for the Mayor's Cup Golf Tournament. The committee went on to discuss what event they would like to host in April and discussed having an Easter egg hunt at Spring Lake Park. They discussed either renting or purchasing an Easter Bunny costume so pictures with the Easter Bunny can be provided on their Facebook page as they did at the Christmas Festival. Commissioner Crawford checked online for prices of costumes and said

they range anywhere from \$75 up to \$178. Michelle believes there is enough money in the budget to purchase a costume. Kevin will try to get donations of candy for the plastic Easter eggs and Kathleen suggested having cupcakes or maybe little sandwiches. The event will be called the Boiling Spring Lakes Special Events Eggstravaganza.

The members discussed a possible new committee event ~ a carnival. Michelle emailed the members information Kevin received from a carnival company which was too voluminous to print. Kevin is awaiting information on pricing and will follow up to see if they have a July date available as the committee is considering having the carnival in conjunction with the Southport 4th of July festival. If this July is not available, the committee will push the event to next year but pricing is needed as there is no budget for this event and will need to be addressed in June. If the date is available for this year, the committee will speak with the Chamber of Commerce about joining the week-long festival with the carnival at BSL.

For the Spring Fling event, the members discussed continuing with the BBQ Cook-off. Kevin had been asked if the cook-off contestants can sell barbeque sandwiches but Michelle advised the contestants could not unless they apply for a Health Permit from the County. The committee itself could sell barbeque sandwiches/plates, which they are considering, because they are a non-profit organization but the contestants could not.

Michelle reviewed with the committee the difference between budgeted funds and capital funds. Budgeted funds, if not used by the end of the fiscal year, are turned back over to the City. The capital fund is money the committee has received by donation such as when Steve White donates money from the Mayor's Cup Golf Tournament to the Special Events Committee and is not required to be turned over to the City at the end of a fiscal year. It is money to be used by the committee for things such as the purchase of event equipment or a donation to a local charity.

The committee also discussed the possibility of changing the date of the Christmas Festival to the second Saturday of the month. Michelle will need to speak with her employer about changing the date of their Christmas party and Kevin will need to check with the BSL Fire Department of their availability for that weekend as well as that of the surrounding Fire Departments if they look for their help in providing more fire trucks.

VI. NEW BUSINESS

There was no new business to discuss.

VII. ANNOUNCEMENTS

None.

VIII. NEXT MEETING AGENDA ITEMS

Eggstravaganza Easter Egg Hunt
Spring Fling

IX. ADJOURNMENT

A Motion was made by Lucille Launderville and seconded by Kevin Metzker, Sr. to adjourn the meeting at 7:20 PM.

Vote: 5 - 0

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Respectfully submitted,

Pamela Bellina
Administrative Assistant