



City of Boiling Spring Lakes

9 East Boiling Spring Road
Boiling Spring Lakes, NC 28461

Special Events Committee Meeting Minutes February 8, 2017 6:00 P.M. City Hall

ATTENDANCE: Michelle Hennessy, Chairperson, Kathleen Caric, Lucille Launderville, James Stein

ABSENT: Kevin Metzker, Sr. (excused)

COMMISSIONER LIAISON: David Crawford (absent/excused)

STAFF: Pamela Bellina, Administrative Assistant

I. CALL TO ORDER

Chairperson Michelle Hennessy called the regular monthly meeting of the Special Events Committee to order at 6:14 p.m.

II. APPROVAL OF AGENDA

A motion was made by James Stein and seconded by Lucille Launderville to approve the agenda as written.

Vote: 4 - 0

III. APPROVAL OF MINUTES

A motion was made by Lucille Launderville and seconded by James Stein to accept the January 11, 2017 minutes as written.

Vote: 4 - 0

IV. PUBLIC COMMENT

None.

V. OLD BUSINESS

a. Carnival

This matter was tabled to March as Kevin Metzker was not in attendance and he is the person working on this event.

VI. NEW BUSINESS

a. Eggstravaganza ~ Easter Egg Hunt ~ April 8, 2017

Michelle will create the flyer for the event. She also noted that Kathleen put the event on Facebook to start promotion. The event time was set at 11:00 AM to 2:00 PM. The members discussed having the following at the event: a cupcake walk, a coloring table, a crafts table, a face painting area, pictures with the Easter Bunny, as well as the Easter egg hunt.

Michelle provided information from Oriental Trading for the plastic eggs, candy for the plastic eggs as well as little toys that can fit in the eggs. The members discussed how many eggs they should purchase. Since this is the first time for the event and the committee was unsure how many children will attend and decided to order four “units” of plastic eggs (1 unit = 144 eggs). Kathleen will supply the eggs she has to supplement the total. Michelle asked the members to look through the information and decide which candy and little toys to purchase. Kathleen mentioned she would look into having the Key Club at South Brunswick High fill the Easter eggs. Jim offered to get a donation of candy from Harris Teeter and the members will ask Kevin if he can get a donation of candy from WalMart or another local supermarket. Michelle will prepare the donation request/thank you letters. Kathleen will try to get some coupons from Spike’s and Hardees for “prize” eggs and Michelle suggested McDonald’s as they have coupons too.

Kathleen’s daughter Katie has offered to play the Easter Bunny. Kathleen mentioned there have already been requests if there will be pictures with the Easter Bunny on Facebook. Michelle will search for an Easter Bunny costume. Lucille offered a bench she has for pictures with the Easter Bunny.

A Motion was made by James Stein and seconded by Lucille Launderville to allow an expenditure of not more than \$200 for the purchase of an Easter Bunny costume.

Vote: 4 - 0

The members will ask Kevin if he can secure a donation of cupcake mix and icing. For the face painting, they will need to purchase pastel colors and pink noses for the craft project. The committee will use the tables under the shelter for coloring and crafts. They will need a table to put the cupcakes on for the cake walk and chairs and a table for face painting.

The Easter egg hunt will consist of two areas, one section for age 5 and under and the other section for children ages 6 to 12. The committee will have the Margaret Davies Garden roped off so there will be no egg hunting in that area.

The members discussed advertising for this event as well as all the other events they hold. It was decided their main advertising will be through the Facebook program which allows their posts to reach up to 3,000 people in the Boiling Spring Lakes area. The committee will also make sure the event is in the *State Port Pilot* on page 2 for the two weeks prior to the event as well as on the free websites Kathleen was able to find.

A Motion was made by Lucille Launderville and seconded by James Stein to spend \$15 to \$30 *per event as needed* for Facebook advertising.

Vote: 4 – 0

b. Spring Fling at the Lakes ~ May 20, 2017

Michelle will prepare the vendor and barbeque letters/flyers for the event. She will be reaching out to Kayak Adventures to see if they are available to bring their kayaks for kayak racing. Michelle explained the difficulty booking this vendor since they book-up fast but Michelle hopes she is contacting them early enough. Michelle asked the members if any felt comfortable being out on a kayak supervising use of the kayaks if they could not get Kayak Adventures for the event but could get use of kayaks. Jim offered to handle the kayaks.

The members agreed to have Dennis Walton play at the event again this year. Pamela will forward to Michelle the email that had the name and phone number of a resident who is a member of a classic car club who wanted to take part in the event.

Michelle has booked all of the events with the Parks & Recreation Department and is waiting to hear back from Teagan.

c. 2017/2018 Fiscal Year Budget

Michelle provided the members with a copy of the budget to date and asked the members to look over the figures and to bring suggestions to the next meeting so they can finalize their budget. Michelle provided another budget sheet showing the budget vs. actual spending and explained what the variance column meant and moving funds between events to cover shortages.

Michelle discussed with the members the Battle of the Bands event and how she wanted to get away from money prizes and how the event was structured. In the past, Michelle heard complaints from bands about the event being a battle of the bands which they felt was based more on how many friends and family attend and vote so Michelle's suggestion was to restructure the event to a music festival fundraiser and raise money with a 50/50 and food sales. She asked the members to come up with other fundraising ideas. Michelle talked about contacting Mike's Garage Band since they are a very popular local band who had refused to participate in the past because they would only perform for fundraising or as a paid gig and not in a battle of the bands type event. The members all agreed to restructure the event and will discuss their ideas at future meetings.

Michelle discussed the third page to the report that was for the capital fund which shows a balance of \$905.41. Michelle explained these funds do not revert to the City because they are donations received by the committee and are not taxpayer funds. The capital account funds can be used by the committee to purchase equipment and/or supplies. Michelle mentioned the need for new tents for their events since one is broken and provided the committee with information on commercial-grade tents. She asked the members to review the information and to help research other options.

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DISCUSSION: Michelle discussed the need for the Committee to have a Co-Chair and asked the members who would like to take the position. Jim and Lucille nominated Kathleen to be Vice Chair and she accepted.

**Vote: 4 - 0**

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VII. ANNOUNCEMENTS

Pamela mentioned the Library Commission's Meet the Author Event featuring Howie Franklin on Thursday, February 16 from 6:00 PM to 8:00 PM at City Hall.

VIII. NEXT MEETING AGENDA ITEMS

Eggstravaganza
Spring Fling
2017/2018 Fiscal Year Budget

IX. ADJOURNMENT

A Motion was made by Lucille Launderville and seconded by James Stein to adjourn the meeting at 7:49 PM.

Vote: 4 – 0

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Respectfully submitted,

Pamela Bellina
Administrative Assistant