



3-24-23 HEF Minutes

Welcome to our NEW Sustainability Manager - Caitlyn Gendusa 😊

Present: Ann, Caitlyn, Enrique, Carlos, Marcia

Absent: Nancy, Virginia, BJ, Geri, Katie

Advertising/Media - (20 min)

Enrique took one yard sign to place at the corner of Blythe and 64

Ann and Marcia took 4 yard signs to place at Main and 64

One banner taken to BJ

Carlos took 25 exhibit cards for the tourist center

Caitlyn took a poster for Hendersonville Co-op

Update on totes - Marcia - totes currently in production

Other advertising/media - radio interviews, other local calendars, etc. Ann, Carlos and BJ to be interviewed on April 18th (WHKP) and 19th (WTZQ). Carlos trying to get us TV exposure before the event

Invitation to local leaders - Ann/Caitlyn - Ann to write draft of letter for Caitlyn to send out and introduce herself as the new Sustainability Manager (YAY)

Discussed the idea of an opening ceremony with Mayor Volk in front of City Hall.

UPDATE: Mayor Volk is unavailable on April 22nd

Jamie Carpenter meeting report - Ann/Carlos (10 min)

City regulations apply to pets at the event. Jamie said city would put our flyers with details

Jamie suggested that the County Recycle folks take any compostables from the event and that it is our responsibility to clean up after. We can put items in current trash cans on Main Street. (add trash clean up to volunteer duties)

Business Notification Updates - Elle/Ann (3 min)

Elle and Ann finished notifying businesses on the 4th block of Main Street about the event.

Leader Reports: (30min)

Entertainment - Katie (not present) Enrique says the church has a tent to be erected on the stage for the entertainers. A discussion ensued about barricades and exhibitors set-up traffic flow. Ann will email Jamie about making sure that the exhibitors can exit the event site via 4th before permanent barriers are put up. **(done but no response yet from Jamie)** Also discussed how entertainers can enter and exit the site at various times they are scheduled to perform. Elle suggested we ask the owner of the Dugout if they can enter via his back door off the alley. He was very positive about the event when we visited him last week.

Exhibits - Pam (hopefully on zoom)/ Marcia Pam wasn't able to zoom or call in. Pam and Marcia are to meet on 4/4 to discuss exhibit booth placement. (see traffic flow note above) Discussion about where the exhibitors will park - maybe at Home Trust Bank. Elle knows the manager and will ask. **UPDATE: They will consider it if we can get them a copy of the City liability insurance. Ann has emailed Jamie Carpenter but no response as yet.)**

Blue Ridge EV Club - Carlos - update on bicycle ride into town. He is hopeful that we will have police and/or deputy coverage to escort and/or guard cross street traffic for the bicycle riders

Also reported that an e-bike raffle (free entry) will be advertised at our event with the bike being given away at the Asheville event the next week 4/30.

Green Trail -Virginia - not present

Team ECCO - BJ Ramer - not present but Team Ecco portion of the event well in hand

Caregivers of Mother Earth- Elle update on volunteer t-shirts, Fundraising basket- Autumn at Splurge is putting together a basket to raffle off to raise funds for Caregivers of Mother Earth to help pay for entertainment. 30 volunteer tshirts are being made with our logo, Caregiver of Mother Earth logo and the Hendersonville Co-op logo. We hope that will be enough for all volunteers. If not Mt. True has offered vests.

New Business (20min)

Schedule of events - Virginia

Volunteers - Virginia -

Enrique thought we should have volunteers to keep an eye on the stage in case any of the entertainers get too close to the edge and are in danger of falling off.

Question for Katie - will we have any entertainers who might be so "rowdy" as to be in danger of this happening?

Add volunteer responsibility for trash pick up

Have a volunteer at the entrance on 5th street and one at 4th and Main to keep exhibitor traffic flow steady.

Advertising/Media Survey - Ann - discussed the survey idea. Perhaps have the survey at the info/vol booth for folks to complete rather than volunteers walking among the attendees asking.

Other? - (5min) We move into meeting every Friday - Next meeting is Friday 3/31 at Williams Street 10:30 AM.