



**CITY OF HENDERSONVILLE  
DOWNTOWN EVENTS TEAM**  
Downtown Office  
Thursday, September 1, 2022 – 9:00 AM

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**MINUTES**

**CALL TO ORDER**

Members Present: In attendance - Bryan Byrd, Peggy Hamlin, Jack Maniscalco, Walt Slagel

Staff Present: Meredith Friedheim - Downtown Events Coordinator, Dakota Parker – Downtown Events and Marketing Assistant, Jamie Carpenter – Downtown Manager

**APPROVAL OF MINUTES**

A. May 5, 2022, Events Team Minutes: unanimously approved (Byrd / Hamlin.

**AGENDA ITEMS**

- A. General Updates: Staff provided an update on operations as follows:
  - a. Meredith leaving - the position is open and we are accepting applications
  - b. Garden Jubilee - the Friends of Downtown will be taking over Garden Jubilee in 2023. We are working on a contract with the TDA and will be posting a contract for a event/vendor coordinator contract. For after 2023 we may consider if alternative weekend dates make sense.
- B. Events Season Updates:
  - a. Rhythm & Brews- The last R&B will be coming up. Will start looking into bands for the following year with additional budget.
  - b. Farmers Market - the Farmers Market is going well, still would like to have a cheese vendor.
- C. Bear Auction:
  - a. The team discussed the timeline of the event from set up through breakdown
- D. Treat Street: The team reviewed the event and costume contest needs.
- E. Holiday Events
  - a. Tree Lighting – discussed bringing Santa back indoors and some alternative ways to reveal Santa – antique fire truck, pedal and brews, etc.
  - b. Old Fashioned Christmas/Carriage & Train Rides
  - c. Holiday Markets

**ADJOURNMENT**