



2-10-23 HEF Agenda

Attendance: Marcia Shaffer, Ann Twiggs, Carlos, Katie, Elle, BJ Raymond, Nancy, Enrique, Pam

Welcome - (2 min)

Elle - 71 days until the event!

A. Chair Report - (15 min)

1. Feb. 2nd mtg with Jamie Carpenter (details in Google Docs)
 - i. **Questions to Jamie Carpenter, go to GoogleDoc on the G-Drive**
2. Feb. 3rd mtg with Sarah at Summit Marketing (Details in Google Docs)
3. Report from Emergency ESB mtg on HEF advertising budget
 - i. **Budget has been approved by ESB**

B. Logo discussion - Katie to present her revision choices along with Nancy and Carlos's ideas. (20 min) Note - a final choice will be made!

Katie presented a few different variations using elements of the ESB logo, committee voted to move forward with current logo (2 abstain, Katie and Marcia)

1. How many posters would we like? Where do we place them?
 - i. **Order 100 flyers, Ann will talk to Sarah about flyer content and printing, 8.5x14,**
2. Flyers? How will they be used?
 - i.
 - **500 block has been notified yesterday (BJ & Elle)**
 - **There will not be other events in downtown in April**
 - **Banners to announce, possible at Allen & Main, yard signs at other locations, will discuss amount after price quote**
 - **Will have billboards on 4 seasons**

C. Leader reports: (5 min each - 30 min total)

1. Exhibitors - Pam
 - a. Current

- **17 confirmed exhibitors, we have 22 spaces of 28 currently, Land of Sky recs from Carlos to follow up on contact information,**
- **Bee City, Schools, Living Web,**
- **Solar installers will have a car on EV side and exhibits**
 - **Sugar Hollow**
- **ECCO doing invasive species (animals)**
- **Native plants, waiting to hear from Bullington**
- **Waitlist will be made when our spaces are filled**

b. Future

2. Green Trail - Virginia

a. Current status-

- **Posted an invite on drive and 3 people have offered edits,**
- **Green Trail is self guided, nothing is handed out, they get a google map and see what is being featured, idea is to have it ready to roll out at Earth Fest,**
- **support requested to add attractions to the list**
- **Has an invitation and is developing a form for them to fill out**

b. What still needs to be done

3. Entertainment - Katie

a. Current status-

- **Several artists lined up, singer songwriters, bagpiper, Jim Poe (Bee Keeper), John Perkins (2 sections),**
- **BJ has other entertainment for her block**

b. What still needs to be done -

4. Blue Ridge EV Club - Carlos

a. Current status-

- **Has 23 vehicles, goal is 50-70 vehicles, possibly 1 or 2 buses - with Earth & Sky, a panel truck is committed**

b. What still needs to be done -

5. Team ECCO - BJ Ramer

a. Current status-

- **500 block is wrapped up, they shared a letter with all the shops there**

- **Cherokee Nation possibly to come with buses and performers, more soon**
- **Mark Huffman will work with BJ for something on this block**
- **Shark rescue and ocean conservation**
- **Discovery tables**
- **Why you don't collect and why you don't release (?)**
- **Picture booth**
- **Stilt walker and balloon maker**
 - b. What still needs to be done -

6. Lectures - Ann & Nancy
- a. Current status- (Do we need this element?)
 - b. What still needs to be done - everything

- D. Commitments for the next meeting Feb. 24th - **(20 min)**
Remind everyone to check Google docs in the meantime

- **Volunteer needs**
- **City is taking care of EMS**
- **By March 1 Elle will have a list of businesses**
- **Advertising**
- **For entertainment: need stairs for stage**
- **City is doing barricades, traffic signs, clearing parking,**
- **Tent weights mandatory**
- **Hospitality area, no**
- **Volunteer headquarters table, volunteer vests available by MT**