

1- 27-23 HEF Minutes

1. Welcome (1min)

a. Attendees

- i. Enrique Sanchez, Allison Justus, Brandy Heatherly, Geri Conley, Elle Travis, Virginia Tegel, Katie Cilluffo, Ann Twiggs, Carlos Ruiz, Gracie Erwin
- ii. Absent - Anthony Baltiero, Pam Torlina, Nancy Diaz

b. Schedules

- i. Special Meeting - Thursday Feb 2nd -10-11am 125 5th Avenue W

2. Accept minutes (1min)

A. Chair Report (10min)

- a. Change April 7th meeting (city offices closed) -Trinity Presbyterian, 900 Blythe, Hendersonville 10:30 am

b. Gather questions for Thursday, Feb. 2nd meeting with Jamie Carpenter

- i. Questions for Jamie Carpenter - Downtown Business Assoc.
 1. Times
 2. Flyer? (Allison)
 3. Make owners aware of dates/times of street shutdown
 4. Parking? Permission, where? (bank parking?)
 5. Street closure issues
 6. Press release in the downtown business newsletter?

D. ~~Sponsor~~ Partners & Donors Discussion (30min)

Notes: some confusion over the definition of partners, sponsors and donors. Group determined that individuals and partners can donate funds for entertainments - no sponsors

a. Friends of Downtown a no go

1. Mountain True?
2. Trinity Presbyterian Church?
3. Caregivers of Mother Earth? Will donate \$250
4. Team ECCO?
5. Conserving Carolina?
6. KatieCilluffo - will donate \$100

Because we won't solicit sponsors this section of the agenda is irrelevant

~~b. Mills River Days example of sponsor sign up~~

~~c. Need volunteers to write one for us~~

~~1. What levels?~~

- _____ 2. _____ What will they get?
- _____ 3. _____ Who to approach?
- _____ 4. _____ Who will approach them?

Advertising/Media (30min)

- a. Come up with a list of advertising needs (Nikki Hamilton list - media and advertising friend of Ann Twiggs) Allison Justus (city communications director) and her assistant were on the phone with us to discuss what media and advertising the city could provide. -
 - i. press release, city facebook page, Instagram, twitter, can help design graphics. We aren't allowed to have a separate Facebook page for the event but can share the city facebook link to our event.
 - ii. Will have to pay for banners and other media/advertising (get 3 quotes)
Question - which radio stations will give us free advertising?
 - iii. Posters and flyers cost?
 - b. Business Notification (ask Jamie Carpenter) City has a list they can share with us
 - c. Please note special rules/laws for city publications
 - c. Unite the 3 organizations rather than separate
 - i. ESB
 - ii. Team ECCO
 - iii. Electric Vehicle Club
 - 1. Event website:
<https://driveelectricearthday.org/event?eventid=3605>
 - b. Set up meeting with Sarah Leatham or Nikki Hamilton for costs
- F. Exhibitors -
- a. Ann will discuss with Pam Torlina (returning Jan. 29th) next week
- G. Other Business (15min)
- Entertainment
- Food - no food
- H. To do before next Feb. 10th mtg
- a. Geri will work with Amy Schmitte on plastics and recycling

- b. Virginia will work on Green Trail
- c. Katie will work on entertainment and ads
- d. Elle will create business notification form
- e. Ann will work on press release, media/advertising budget

F. Meeting adjourned