



CITY OF HENDERSONVILLE DOWNTOWN EVENTS TEAM

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Thursday, January 05, 2023 – 9:00 AM

MINUTES

1. **CALL TO ORDER** – In attendance: Walt Slagel, Peggy Hamlin, Joe Volpe, Bryan Byrd (virtual), Jack Maniscalco (virtual)

Staff present: Terrye Jacobs, Dakota Parker, Jamie Carpenter, Lew Holloway

2. **NEW BUSINESS**

- Joe Volpe has joined the committee.

A. Rhythm & Brews 2023

> Musicians

- Head liners are nailed down for the MOST part – not signed yet
 - With the help of a TDA grant we are able to have bigger groups perform at R&B (increase \$10,000 entertainment budget)

> Sponsorships and Vendors

- Updating the sponsor packet – getting that out
 - Waiting to hear back from returning sponsors
 - Kids zone sponsor – someone is interested

> Event Layout

- Will potentially be able to use the lot this year (2023) for our super fan tent
- Jamie has been in contact with Chris Rivera (JC Parking) who has taken over management of the parking for that lot.
- We would not want to do a layout switch mid-year, suggestion is to come up with a couple of options just in case
- Adding the sponsor tent as an extension to the beer garden, moving the beer garden up closer to Barnwell, or moving the stage back around 20 feet towards Caswell.
- Roped off seating in front of the sponsor tent towards the stage for VIP
- Would want to have good separation between the beer garden and sponsor tent
- Spray-paint a layout before the first show to make sure that it's all mapped out correctly.
- Sierra Nevada might be bringing in tap trucks
- Note - There might be a need for a more secure way to have the backstage as we get bigger bands to come to R&B
 - Make people walk around backstage from Caswell – make it harder to get backstage – (provide a more private tent?) – maybe have the tent for the band's personal belongings

- Bands will probably want/expect more security
- Do a trial run this year with VIP tent on street.

B. Hendersonville Farmers Market 2023

- Sponsor packet updated – 7 already nailed down waiting to hear back from 2 more
- Applications are going to be going out to returning vendors
- Vendor Advisory Committee has new members rotating in
- Keeping the market, the same as possible this year due to the street scape that will be happening

3. **OTHER BUSINESS**

A. Garden Jubilee

- We have a contract with Dragonfly Marketing to manage vendors for the event.
- February 5th is the deadline for previous vendors
- Then after that we will open up to new vendors with a march 25th deadline
- New logo, working together with TDA on marketing.

B. Holiday Events

- Overall, the Holiday events were a hit
- Keep ideas open for future Santa arrivals
- Getting more carriages for the Holiday events to try and get as many people as possible
- Tree Lighting
 - Huge attendance
 - Focus on Santa
 - Focus and music- do better on the sound for the future music groups
 - High school performances
 - Move the Horse and Carriages away from the Tree Lighting
 - Adding additional vendors and smaller activities

C. Bearfootin’

- a. All the bears are sold
- b. Bears will arrive in February
- Old Fashioned Christmas
 - First time the Friends stepped in – Great success
 - Continue adding more singing and music groups
 - Continue the Carriage Rides at this event
 - Having distractions/other things to do while people wait for the carriage rides
- Holiday Train Rides
 - HUGE SUCCESS
 - The added activities helped with the wait of the line for the trains

ADJOURNMENT

10:07