



CITY OF HENDERSONVILLE DOWNTOWN EVENTS TEAM

Downtown Office
Thursday, March 3, 2022 – 9:00 AM

MINUTES

CALL TO ORDER

9:04 a.m.

Members Present: Bryan Byrd, Michelle Sparks, Jack Maniscalco

Staff Present: Jamie Carpenter - Downtown Manager, Meredith Friedheim - Downtown Events Coordinator

APPROVAL OF MINUTES

A. February 9, 2022, Events Team Minutes: unanimously approved (J. Maniscalco/B. Byrd).

AGENDA ITEMS

A. Downtown Team Updates: M. Friedheim provided team updates as follows:

- a. Introduced Samantha Raph, who was hired as the new Events and Marketing Assistant and starts the following Monday.
- b. Virtual NC Main Street Conference session viewing will be available next week.
- c. The Downtown Division submitted TDA grant applications for funding to support downtown events.

B. Hendersonville Farmers Market: M. Friedheim provided an update on Farmers Market operations as follows:

- a. Sponsorships secured at a total of \$10,500 which is the same as year's total. Pardee is Presenting Sponsor again.
- b. Programming planning is continuing with Hands On, YAM and Arts Council planning to help with activities in the Kids' Corner.
- c. There will be a volunteer meeting April 28 and a vendor meeting April 19.
- d. Staff attended Farmers Market Conference.
- e. A new merchandise item this year will be t-shirts with a cabbage design. We will continue to sell mugs from 2021 but with a discounted price.
- f. Efforts to secure double SNAP funding continue. The Friend of the Market program will now support Double SNAP.

C. Rhythm & Brews: M. Friedheim provided an update on Rhythm & Brews as follows:

- a. Sponsorships: secured all 2021 sponsors; met with brewery vendors
- b. Vendors: secured Heidi on the Go to fill Olive's spot

D. Bear Auction: M. Friedheim provided an update on Bearfootin' as follows:

- a. Bears have all been picked up by the sponsors/artists and we are on track for a May 12 Reveal event in the same fashion as 2021.
- b. Bear auction survey results: Only 14 responses. 80% said they were satisfied or extremely satisfied with the 2021 auction. 14% were dissatisfied or extremely dissatisfied. People liked the in-person elements, the live band and the layout with the nonprofits being with their bear. People didn't like the weather, the location, thought that elements of in person event could be improved such as the role of the emcees and the length of the event. 5 responses mentioned having a live auctioneer and/or making it more of a community event.

ADJOURNMENT

9:28 a.m.