



CITY OF HENDERSONVILLE DOWNTOWN EVENTS TEAM

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



Thursday, September 7, 2023 – 9:00 AM

Bryan B., Michele S., Stacy F., Walt S., Terrye J., Jamie C., Dakota P.,

Minutes

1. CALL TO ORDER

9:02am

2. OLD BUSINESS

A. Rhythm and Brews

- The New Super Fan Layout has been working out well.
 - Going to put out some signage for the super fans area to let people know the porta potties and seating is for VIPS only
- Getting better signage and set up to help with compost at event
 - Making something like the apple festival had
- August was the Second Largest R&B!
- We now have placer.ai which will help us gather better data to use to improve the event
- New Sponsors coming in for next year – Park's Ford
 - 2 cars will be stationed at the event
- Sherman Williams – Make a little square around their parking lot to help keep their customers from driving the wrong way into the event space
- Reduce the Ice Order – reduce by 20 bags

B. Bear Auction

- Bidding opens up on September 21st
- Bears will get moved to the courthouse plaza the Monday before the event
- Checked in on the bears to see who needs fixing
- Monday or Tuesday after the Auction we will have a first come first serve to bear applications for 2024
 - 1 bear per non-profit
 - We will make announcements beforehand to give people enough time to plan and prepare
- Instead of beer and wine Stacy will be there with her goodies for sell

C. Treat Street

- Costume Contest
- DJ
- On track same as last year

D. Tree lighting

- Music will be a little different than last year -Focus more on Choirs
- Santa coming in on an old school limbo with a VIP escort. Getting out at the red carpet with secret service elves walking with Santa (Celebrity Santa)
- Adding more spot lighting for the entrance
- Will be having Character Costumes for the event- will be asking parks and recs to borrow their costumes
- Black Bear and Stacy will be at the event selling goods

E. Olde Fashion Christmas

- **December 1st**
- **Bringing in Simone to help try to bring all the merchants back into it**
- **Getting more choirs and people dressed up walking around spreading the sprit of Christmas!**
- **Getting Cutouts to put around downtown for photos**
- **Getting an Ice Sculpture**

F. Holiday Train Rides

- **December 16th**
- **Concentrate on more volunteers and improving more things to do while families wait to get on the trains**
- **Getting back more vendors and booth to have at the events (fairy hair, crafts, apples, and more)**

G. Volunteer Party

- **Sometime in December**
- **Location TBD**

3. OTHER BUSINESS

4. ADJOURNMENT