

Minutes 1.27.22

In attendance: Nathan James, Anita Hilton, Delhia Moss

OPEN MEETING:

1. Call to Order – 5:35pm by Nathan James
2. Public Comments – None.
3. Discuss and Consider Minutes – No notes. Anita makes motion to pass, Delhia seconds, motion passes.
4. Discuss and Consider Financial Report – We more or less broke even for SSN 2021 even with the \$10k expenditure for more lights.
5. Discuss and Consider Rock'n Riverfest 2022
 - a. Scope of the Event (calendar days)
 - i. Friday – local bands, free if they want to play? (Lonestar Souvenirs)
 - ii. Saturday & Sunday – THE BIG DAYS, races, big bands, vendors, food, fireworks
 - iii. Monday – an evening band (local?), fireworks, maybe a food vendor?
 - b. Expenses from last year & proposed budgets for this year.
 - i. Bands
 1. Emcee? Tony Guidroz – Tony is going to put a bid together for us for Saturday & Sunday.
 2. "Drawing a Blank" 7pc – (\$1200-1500) \$1100, 5pc - \$800-\$1000, based on accommodation.
 3. Tony's Band - \$ cost to be determined.
 4. Accommodations – Nathan is going to reach out to Phoenix Nest to see if they'll trade a house for the weekend for a sponsorship role, or discounted rate. Anita is going to reach out to Flossie's BnB. Will also reach out to Cooper's for gift cards to feed the bands.
 - ii. Fireworks – what nights? Saturday thru Monday? All three nights.
 1. It was suggested that Tim Hardin, Assistant Fire Chief be put in charge of procurement, storage and deployment of fireworks. **Delhia proposes \$2500 per night, \$7500, rounded up to \$8000 for the event. Anita seconds. Motion passes.**
 - iii. Facilities
 1. PortaPotties – Howdy Enterprise, \$40 day + \$15 extra cleanings
 2. American Legion Hall – Saturday & Sunday? Kids games run by the Llano Ministerial Alliance? – Tony has reached out Kenneth Poe for use of the American Legion Hall & parking lot for use on July 2nd, 3rd & 4th. Nathan and Tony are meeting with the alliance on Feb. 2nd.
 - iv. Recreation
 1. Ferris Wheel (Amanzi) – Saturday & Sunday: \$22k, Sat – Mon: \$26.5k, Tony is doing his own research into another vendor.
 - v. Other
 1. New Graphics – event logo & shirt design?
 2. Additional sand/gravel on coastline for jet-skis, additional launch?
 3. Car Show – Nathan is willing to remove the car show to gain the extra space in the parking lot.

4. NEED TO CHECK WITH ERICA BERRY TO SEE IF COMMITTEE MEMBERS CAN TAKE PAYMENTS FOR SERVICES (MUSIC, ETC.)
 5. Beer Garden – need to touch base with the Masons.
 6. Nathan has a contact that will help us get RRF/CLC where we can take payments online or by card, and then we don't need ATMs.
 7. Lot across the street – need to discuss permission with Clayton.
 8. Racer that wanted to teach local kids – find and reach out to this person.
- c. Sponsor Levels
 - i. Going to reach out to larger corporate sponsors with an improved price list.
 - d. Marketing Needs
 - i. Pro Rider Watercraft Magazine (\$775 total, full page ads, next two issues) – Delhia makes motion to approve this cost, Anita seconds – motion passes.
 - ii. Social Media & Web Services
 - iii. Local Publications - Highland Lakes Weekly, Highlander/Burnet, Llano News
 - iv. Billboard – there is a billboard in Spicewood we could use for both events \$1200, for each event, for about four months each (can use HOT money for this). Nathan makes motion to spend \$2400 for the year for both events, Delhia seconds, motion passes.
 - e. Race Organizer Status.
 - f. Other/Misc.
 - i. Tony points out that there will be significant delays in getting checks cut this year, and that we should submit things as early as possible.
 - ii. A Rock'n Riverfest Credit/Debit card would be a possible solution to resolving this issue. Will talk to Erica Berry about this.
6. Discuss and Consider Starry Starry Nights 2021
 - a. Current Park Status
 - i. Condition of packed lights – Christmas lights were packed haphazardly in the green sheds in Badu park. Tony advises that we contact City Manager Erica Berry to relay to Scott McDonough to instruct his workers to repack the building.
 - ii. Are the lights out of the trees? Need to look into this.
 - iii. Where are the remaining lights being stored?
 - b. Post-mortem, 2021 – what worked, what didn't?
 - i. Communication with the city – An itemized list is needed for future years to prevent confusion.
 - ii. Supplies – There was a six week delay in reimbursement for Anita & Matt to get repaid for over \$1400 in candy and other Welcome House supplies that were purchased with their own money.
 - iii. Wood – Volunteer system worked. The system of storage worked well.
 - iv. Volunteers – Tony suggests a Volunteer Party to reward/encourage volunteer support and keep them coming back. Expanding the board.

- v. When we start – should we start earlier to start repairing displays before we start assembling the park. Need to start around September, planning displays, getting the city to wrap trees, and repairing displays.
 - vi. Lights in the trees – We need someone to handle this properly, ahead of time – before the rebar goes into the ground.
 - vii. Lets bring in a meeting of city management from the various departments and as many officials as we can and present our case. Need to set a meeting with Erica Berry and get this coordinated.
 - viii. Delhia wants us to get a lit manger scene.
 - ix. We need to start retrofitting displays with LED lights bit by bit.
 - x. A sign for Snow Day that says “No Refunds” to establish policy at events. And also a sign to keep big kids out of the snow pen.
- c. Snow Day
 - i. Extra Snow? (Last year \$4600ish) – Anita makes motion to approve up to \$7000 in total snow costs.
 - ii. Extra attractions? – ice skating rink deemed too expensive.
 - iii. Vendors – We NEED more vendors on Snow Day. This was a major loss for us this past year.
 - d. Other/Misc.
7. Discuss and Consider Resignation of Members
- a. Kim Webb – received an official e-mail resignation today from Kim, but she will continue to support Starry Starry Nights as a volunteer and/or advisor in the future.
8. Discuss and Consider New Members – we NEED new members.
9. Discuss and Consider Next Meeting Date – Wednesday, February 9th.
10. Adjourn – 7:45, Nathan makes motion to adjourn, Anita seconds, motion passes.