

### Minutes 3.3.22

In attendance: Nathan James, Chris Berry, Delhia Moss, Anita Hilton, Matt Hilton, Teri Nobles, Don D, Scott (Parks), Michael Bernhardt (Nauti Water Racing), Brenda Poe (City Secretary)

#### OPEN MEETING:

1. Call to Order – 5:32pm
2. Public Comments – Brenda announces that Chris, Teri and Don are now in and Clayton Tucker is no longer on the committee.
3. Discuss and Consider Minutes – Matt makes motion to approve, Anita seconds, motion passes.
4. Discuss and Consider Financial Report -
5. Discuss and Consider Rock'n Riverfest 2022
  - a. Expenses from last year & proposed budgets for this year.
    - i. Bands
      1. Emcee – Tony Guidroz – Approve additional sponsorship level.
      2. Need extra sound gear support for Saturday & Sunday?
    - ii. Facilities
      1. Portapotty bid. – Per Matt, we spent about \$2400 last year (with a company we did not care for), Honey Bucket can get us 15 units for \$1371.18 – Delhia makes motion to approve, Teri seconds, motion passes.
    - iii. Recreation
      1. Other games?
    - iv. Hotels
      1. Sandstone Inn - \$881.40 to house race organizer Justin Smith. Nathan makes motion, Chris seconds, motion passes.
    - v. Marketing/Branding
      1. Social Media advertising budget
        - a. Spent \$200 last year, how much do we want to spend this year between Facebook, Instagram and Google? (\$500?) – Chris makes motion for \$300 in social media funding, Nathan seconds, motion carries.
        - b. Nathan James waiving fee in exchange for sponsorship deal. Nathan would like a \$1500 sponsorship package to cover all social media. Matt makes motion to approve, Anita seconds, motion carries.
      2. Website renovation
        - a. Nathan James - \$500 to redo site. Chris makes motion to approve, Anita seconds, motion carries.
      3. Local Publications – Highland Lakes Weekly, Llano News, Burnet/Highlander (Anita)
        - a. Highland Lakes, John will cut us a good deal (like he always does), wants us to reach out again in May.
        - b. Llano News – Brenda is going to reach out.
        - c. Might be worth reaching out to the Highlander – Matt will reach out.

4. Redo logo, shirt & posters – Colton Kidd, \$500. Michael says Jettribe wants to support us with graphic design. Jettribe needs a logo by Mar. 18<sup>th</sup>. Nathan will write out a prioritized plan for Jettribe’s Tuesday meeting to see what they’re willing to do for us.
- vi. Other
1. Picnic Tables (Matt) - \$257.00 (+tax) on Amazon. Seats 6-8. Nathan makes motion to spend \$1028 on four tables, Matt seconds, motion passes.
  2. Billboard - \$1148.00 to replace image (can use HOT money). Need graphics ASAP. Nathan makes motion to approve, Delhia seconds, motion passes.
  3. Radio coverage? 102.9 may do unpaid promotion of local events, Teri is going to reach out.
- b. Sponsor Levels
- i. **Approve Sponsor Levels and packages/rewards.**
- c. Race Organizer Status – Michael has a plan for the race course layout, and have been taking drone photos of the river to better accommodate the racers. Thursday before the race “danger sites” will be IDed, and Friday the course will be set up.
- d. Vendors (Tony)
- i. Updates to vendor application. Updated on 3/3/22.
- e. Car Show – Relocation/Cancelation? – Richard Schmidt. Anita will reach out between Briley and see if they can coordinate moving it across the road.
- f. American Legion Hall - Secured for 2<sup>nd</sup>-4<sup>th</sup>, updates on Ferris Wheel insurance status.
- i. Ministerial Alliance status for kids games? – They have turned us down.
    1. Other options? – Kid Parade, who is organizing that?
- g. Beer Garden – Mason contact – no Masons, Red Top Jail? – Let vendors take it.
- i. Vendor conflict of interest? – 5D Mobile Bar – can we have liquor in the park? Delhia is going to check.
- h. Fireworks
- i. Fire Department status –
  - ii. Condition of extant fireworks w/ police department - Tim Hardin & Donny Carpenter are going to pick up the seized fireworks next week from Mike Scoggins.
- i. Map of Grounds for improved planning – Brenda & Scott also on this.
- j. Shoreline Improvements & Sand – Matt will get financials as to how much sand we need. Nathan will get Scott the extant e-mail information, and then loop him into the conversation with Nauti Water.
- k. Exclusive use of park secured? (Brenda) This was approved.
- l. Booth at Crawfish? – Kim, per Delhia, says it’s all in the city yard. Scott will look for this. Chris will try to renegotiate our contract & figure out our volunteer package with shirts, wristbands, parking, etc. We need to set up a volunteer registration list (Nathan will set something up)
- m. Other/Misc.

- i. RV Parking, Michael – can we get all the spots pulled aside for the RVs.
  - ii. Per Nathan, Michael is going to look into if we can add a park use fee to online registration.
  - iii. Clayton Tucker will allow us access to the lot across from Badu Park.
  - iv. Will need golf carts for RRF 2022. Scott says they're leased, and not owned by the city, but he'll make it work.
- 6. Discuss and Consider Starry Starry Nights 2021
  - a. Current Park Status
    - i. Condition of packed/stored lights
    - ii. Lights still in trees?? Why? – Scott
  - b. Other/Misc.
- 7. Discuss and Consider Resignation of Members
- 8. Discuss and Consider New Members
- 9. Discuss and Consider Next Meeting Date 3/10/22, 5:30pm
- 10. Adjourn – Nathan makes motion to adjourn, Delhia seconds, motion passes.