



International Festival 2024

A project of the City of Lawton and the McMahon Memorial Auditorium



Minutes

Regular Monthly Meeting
International Festival Committee
February 6, 2024—5:30PM
McMahon Memorial Auditorium

Dory Thomas
(Chair)

Dinah Lazarte
(Vice Chair)

Nancy Alandzes
Rosalind Asetamy
Alicia Brierton
Molly Buckley
Fano Canton
Taron Epps
Evelynn Fullerton
Sonia Hastings
Angel Howell
Mylene McManus
Ben Nededog
Pat Reynolds
Kathy Rogers
Jerson Romero
Myrna Romero
Renata Rudd
Max Sasseen
Kathy Sauders

Jason Poudrier
Arts & Humanities
Administrator

Andrea Morman
Arts & Humanities
Deputy Administrator

Michell Rosario
Arts & Humanities
Community Events
& Outreach Coordinator

Haley Moore
Arts & Humanities
Digital Media Specialist

Reagan Williams
Arts & Humanities
Administrative Assistant

Nicholas Sasseen
Arts & Humanities
Technical Coordinator

Call Meeting to Order – 5:35pm

1. Action: Roll Call

Present: Thomas, Lazarte, Alandzes, Asetamy, Epps, Howell*, Nededog, Reynolds, Jerson Romero*, Rudd

Absent: Brierton, Buckley, Canton, Fullerton, Hastings, McManus, Rogers, Myrna Romero, Sasseen, Sauders

Staff: Poudrier, Morman, Williams

Verify positing of meeting:

2. Action: Verification of posting time, place, and date.

Consent Agenda:

3. Approve past minutes

Motion by Epps to approve the minutes from January 2, 2024 meeting, second by Nededog.

Lazarte, Alandzes, Asetamy, Epps, Nededog, and Rudd voted yes. Motion carried.

4. Approve Financials

Poudrier reported that they have received grant funding from Oklahoma Arts council. He also reported that ARA Equipment rentals had some invoicing issues and they had just sent over the invoice for the 2023 International Festival.

Motion by Nededog to approve the financial report, second by Epps.

Lazarte, Alandzes, Asetamy, Epps, Nededog, and Rudd voted yes. Motion carried.



*Howell and Jerson Romero entered

Chair Report & Vice Chair's Report:

Thomas reported that the Fundraiser subcommittee has been meeting ever two weeks to work on organizing the May 4th Luau Fundraiser event. Lazarte went on to report on the meetings and what the subcommittee has decided. She said they are hoping to sell 250 tickets at \$50 a ticket. She reported that the ticket sales, combined with the silent auction, should raise quite a bit for the upcoming festival. Lazarte reported on the menu and suggested drinks and what all will need to be provided by the committee in terms of tablecloths, plates, napkins, and utensils. Lazarte reported that Thomas will create the tablescape and that she will have it set up for display at the next meeting. Lazarte went on to discuss the budget and what allocations the subcommittee had decided on. Lazarte explained that they decided that the cutoff date for ticket sales should be April 17th, 2024 and that the next subcommittee meeting will be on Monday, February 12th.

Howell asked if they had budgeted enough for the food. Lazarte and Romero reassured her that they had. Poudrier added that they had allocated less than what has been budgeted, so if they had to add to the food allocation, they would not be going over budget. Jerson Romero asked how many tables the food service will need and where they would set up. Lazarte replied that she is wanting to set up a site visit so that they can visualize where everything will be. Poudrier added that they can definitely set one up and they can have one set for March. There was discussion as to whether they could also set up tents outside by the pit, how many tables could comfortably fit under the tents, and then they would have the food and silent auction be indoors.

Lazarte also reported on the sample tickets that were created for the event and asked if anyone had input on the design. Everyone liked the ticket design featuring the pineapple and lei, but the font was hard to read.

Thomas reported on the bench design chosen by the family of Mrs. Sally Herzig. She said that they want her bench to say "In Memory of Sally Herzig. 1979-2023, founding member of the Annual International Festival," made of bronze coloring featuring the Festival Child logo, and that they wish for it to be installed by the South Stage. Thomas reported that she has not heard back from the family of Mrs. Isadra "Chila" Chavez.

Thomas announced that the Delta Sigma Theta sorority will be volunteering with the festival.



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Committee Reports:

Thomas asked to table the vendor subcommittee report. She asked who all was on the committee. Williams reported that Rosalind Asetamy, Molly Buckley and her husband asked to be on the committee.

Poudrier reported that staff will be continuing with what they have done in the past and that they will be accepting sponsorships and brochure ads.

Thomas and Poudrier reported that the new digital marquee has been installed at McMahon Memorial Auditorium. They said that it will be a great tool to help promote the festival and the headliners. Poudrier expressed his thanks to the McMahon Foundation for funding the marquee remodel and to Arrow Signs for designing and installing the new marquee.

Poudrier reported that his office will be reaching out to local radio stations about marketing for the festival.

Morman reported that she reached out to Kealii about the luau fundraiser but she was booked. However, Morman did make sure that Kealii received the dates for this year's International Festival. Thomas reported that she found someone in Oklahoma City that would be willing to come down and teach hula at the fundraiser. Lazarte reported that Nededog will reach out to the Chamorro Society to see if they would perform as well, but Nededog said that he doesn't believe they would want to perform now that they are older. Thomas asked about the Filipino Dance group, Jerson Romero said that they may be interested.

Jerson Romero asked that they don't forget to hang all the flags up under the stage tents when decorating.

Thomas reported that there is no one currently set to run the interactive area. Morman asked if they should combine the children's area and the interactive area as it seems to not be as popular an area. Lazarte said that the music and the noise from the south stage may have attributed to the low attendance at the interactive area. Lazarte said that Buckley volunteered to lead the childrens area so it may be good to ask her about combining the two areas.

Poudrier asked Jerson Romero if he was still interested in joining the performer selection committee and that they should set up a time for him and the Arts and Humanities office to meet. Morman reported that they are looking to find 4 headliners, two for Friday night and two for Saturday night. She said that she has

reached out to Mariachi Los Alteñas as they were excellent last year and that she has reached out to a few other groups, Raices, All Funk Radio, and the 77th Army Band.

Thomas reported that it should be all of the committee helping and decorating the festival site. She reported that they have organized the boxes containing the decorations and that decorating for this year should go much more smoothly.

Jerson Romero asked if the same audio tech company would be used this year for the festival. Poudrier answered that they are looking at a few different companies. Jerson then asked who should be contacted should a vendor have problems or if they are not following the guidelines specified in the application. Thomas replied that she plans to have a policy book available at the Information booth and if there are any troubles, they should call Thomas or Poudrier.

There was discussion on using the square readers again for the beer booth, the information booth, and the drink booths. There was also discussion on the use of golf carts.

Thomas reported that Arvest Bank will be donating \$1000 and that we may need to write an invoice for them. She went on to say that the Arvest Foundation has not allocated their funding for sponsorships yet. Poudrier reported that a marketing firm that manages over 50 McDonalds has reached out about wanting to be an active sponsor for the 2024 International Festival. Thomas added that they will need to apply to the Walmart Foundation soon to see if they would like to be a sponsor.

Thomas reported that the Knights of Columbus will be running the beer booth and that Page Smith wants to start attending the meetings.

Staff Reports:

Poudrier reported that his staff will prepare a presentation about possible headliners for the 2024 international festival to present at the next meeting. He also reported that the deadline for the Oklahoma Arts Council Grant is February 15th and that he will be including some headliners in the application as tentative, but they will still be able to change the headliners after the application has been submitted. Poudrier went on to report that the grant for the Mid-America Arts Alliance is also due around the same time and that he and his office are working on that submission as well.

Mike Howell asked how they could get into contact with the EMTs on site should an emergency arise. Poudrier replied that the Emergency Communications has a command center on site at the festival. All that they will need to do is call 911 and



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tell the operator that they are at the International Festival and the operator will send emergency personnel to the people in need. Lazarte also brought up the fact that it was extremely hot this past year and maybe there should be a cooling station available to patrons.

Business Items:

18. Review and consider approving budget for Luau themed Fundraiser

Motion by Howell to approve the budget for the Luau themed fundraiser up to \$5000, second by Jerson Romero.

Lazarte, Alandzes, Asetamy, Epps, Howell, Nededog, Jerson Romero, and Rudd voted yes. Motion carried.

19. Review drafts of Fundraiser tickets and take action as necessary

Motion by Rudd to approve the ticket featuring the pineapple and the lei with an easier to read font, second by Jerson Romero.

Lazarte, Alandzes, Asetamy, Epps, Howell, Nededog, Jerson Romero, and Rudd voted yes. Motion carried.

20. Review potential Headline Performers and take action as necessary.

Motion by Epps to table this item, second by Alandzes.

Lazarte, Alandzes, Asetamy, Epps, Howell, Nededog, Jerson Romero, and Rudd voted yes. Motion carried.

Old Business:

New Business:

Announcements:

Thomas announced that the fundraising subcommittee will need the support of the full committee to sell tickets and to donate items to the silent auction.

Epps announced the Lawton Fort Sill Chamber of Commerce in conjunction with the Lawton Arts and Humanities division will be presenting a two part program for Black History Month on February 29th. He announced that the first part of the program will be a business discussion panel with local African American

entrepreneurs and the second part will be a performance by the Dallas Black Dance Theatre. He announced that the event is free and open to the public. Epps asked that the committee please spread the word as it is an amazing opportunity.

Poudrier announced that the next installment of the Let's Talk About It book discussion will start on February 15th and that he and Thomas have already started planning for the NEA Big Read.

Adjournment: 6:44pm