

**Minutes
Regular Monthly Meeting
International Festival Committee
Tuesday, October 2, 2012 - 6:00 pm
Lawton Public Library – Meeting Room 2
(Festival Evaluation Meeting & Potluck Dinner)**

CALL TO ORDER / ROLL CALL

MEMBERS PRESENT: Whitson, Sprague, Auwen (LAHC), Ayala, Buckley, *Limon, Roldan, Ronio, Sotelo, Tatum, Wyatt, American Indian Club, Chamorro Society, Filipino American Club, Friends of the Library, and Mexican Folkloric Dancers

MEMBERS NOT PRESENT: Ash, All Nations Baptist Church, and Latin American Community Club

GUESTS PRESENT: Norm Whitson (Vendor Point Person), Jose Vasquez (Vendor), and Mrs. Ayala

STAFF PRESENT: Whipp, Gilbert, and Cheatwood

**Chair Whitson called the meeting to order at 6:05 p.m.
and declared quorum.**

ITEMS REQUIRING ACTION

1. Consider approving minutes of September 25, 2012 meeting. – MOTION by Tatum, with second by Roldan to approve the minutes of the September 25, 2012 meeting as presented. Roll Call results: Sprague, Auwen (LAHC), Ayala, Buckley, Roldan, Ronio, Sotelo, Tatum, Wyatt, American Indian Club, Chamorro Society, Filipino American Club, Friends of the Library, and Mexican Folkloric Dancers voted yes. MOTION CARRIED.
2. Consider approving September financial report. – Whipp reviewed the September financial report. MOTION by Ronio, with second by Tatum to approve the September financial report as presented. Roll call results: Sprague, Auwen (LAHC), Ayala, Buckley, Roldan, Ronio, Sotelo, Tatum, Wyatt, American Indian Club, Chamorro Society, Filipino American Club, Friends of the Library, and Mexican Folkloric Dancers voted yes. MOTION CARRIED.

CHAIR'S REPORT

Chair Whitson thanked the committee for their hard work in making this year's festival a success, especially with all the challenges during the festival set up and weekend with the weather and other issues. She reported that the north stage tent was destroyed on Wednesday evening due to the high winds, as were two additional vendor tents and COL tent for the Children's Area. Whitson further reported that one vendor was not allowed to participate by order of the OK Tax Commission, and that Myron Beeson had a schedule conflict, which prevented him participating in the Opening Ceremony as planned. She noted that due to the cost of the feather banners only a limited number were displayed due to the weather and that the MHS Color Guard was moved from the IA to the concrete

area near the north stage so that their flags would not be soiled if dropped as they had a competition the next day.

Roldan inquired about the "Letter to the Editor" in the newspaper pertaining to beer being sold in city parks during special events as well as other city ordinances. Whipp reviewed the procedures for obtaining special event low point beer permits from the city, county and state clarifying how the IFC and other groups can serve beer in the park if these permits are obtained.

EVALUATION

3. Poster Contest / T-shirts – Whitson reported that the post-festival inventory of sales items has not been finalized, but that approximately 33 adult t-shirts were not sold. She reported that the poster contest winners were excited to be recognized on stage Sunday afternoon. Wyatt inquired if a collection of festival t-shirts could be maintained and Sprague stated that copies of winning posters are hanging in Wayne Gilley Hall. Whitson noted that a framed display of brochures is another means of showcasing the festival's history.
4. Brochure Ad Sales / Sponsorships – Ronio reported that the decrease in brochure ad sales and sponsorships was most likely due to the economy.
5. Marketing / Publicity – Cheatwood provided an overview of the media sponsors, paid advertising and dissemination of festival publicity information. She recommended the IFC develop a marketing team that would work year round establishing relationship with businesses to help in this area as well as sponsorships. (*Limon entered)
6. Decorations / Tree Decorating – Chavez reported that trees were decorated but there were problems with the lights due to all the rain on Saturday.
7. Opening Ceremonies – Whipp provided a brief overview of the Opening Ceremony and reported that Mayor Fitch had a family emergency and that Councilman Shoemate represented the Mayor and City. Norm Whitson reported that the USMC volunteers stated the Opening Ceremonies were "awesome". Chair Whitson noted the Parade of Nations had fewer participants this year, but that feedback has been extremely positive.
8. North Stage / Performers – Herzig (Filipino American Club) reported that Lazarte was very pleased with the replacement tent, special lighting (Moon Flower) and volunteers at her stage. Cheatwood thanked Tatum and Lazarte for their great job as stage managers and addressed the following issues/concerns: 1) dressing room placement for easier access for performers; 2) importance of a rain plan to include absorbent supplies, plywood, etc; 3) tents should be inspected for possible leakage; and 4) need for additional stage supplies.
9. South Stage / Performers – Tatum reported that despite the challenges presented by the weather, all went well, and addressed the following issues/concerns: 1) flooding of the dressing rooms due to rain and 2) incident with performer of the Ahava Group. She thanked Cheatwood for her tremendous support of the stages. Buckley reported that one of her students who performed stated the noise level behind the stage was distracting. Sotelo noted that the dressing room tents should be inspected to ensure they are waterproof.
10. Interactive Area – Cheatwood reported that due to the weather activities could not continue Saturday afternoon and evening following Teresa Black's performance. She thanked Bobbi Matchette (LAHC) for managing the Interactive Area on Saturday.

Chavez (Mexican Folkloric Dancers) reported that Sunday was great with the kites and piñata making activities with lots of kids participating.

11. Children's Area – Whitson noted lots of volunteers were on hand. Buckley reported that a group of the MHS Key Club students were unable to help due to an out of town event, but that the MHS Honor Society participated and had a blast.
12. Information Booths – Chair Whitson stated that the post festival inventory of sales items has not been finalized but that the rain really hurt sales. She further reported that mud was a major issue in her booth on Saturday, as most of the park was under water, but that Norman purchased mulch to cover the ground which worked very well eliminating the safety hazard of people falling while working in her booth.
13. Beer Booth – Sprague reported that Coors provided a \$2,200 sponsorship as well as in-kind support and that Saturday was not good with all the rain. He reported that his estimate is that the booth may have cleared \$3,000, but that he did not have the final budget report yet. He also reported having nine volunteers for a total of 72 volunteer hours.
14. Volunteers / VIP Tent – Whipp reported that Jackson (LHS Key Club Advisor) served nachos and spaghetti. Chair Whitson requested that all participating schools be included when recognition is given to sponsors in the Lawton Constitution. Pate (Friends of the Library) stated that having the same volunteers at the drink booths for longer shifts worked out well.
15. Vendors – Asetamy (American Indian Club) reported electrical issues with their booth, but that the electrician took care of the problem. Jose Vasquez (Jose's Bosses' Shop) requested more communication with vendors in terms of inclement weather procedures stating that he was approached by several vendors inquiring if they could leave due to the heavy rains on Saturday. Chair Whitson stated that the festival advertises that it will take place rain or shine, noting that vendors who did not remain open during all festival hours may not be juried into future festivals for not following all guidelines. Discussion ensued regarding the vendors and volunteers being made aware of the emergency action plan. Ronio noted LHS serves as a shelter in the event of an emergency and Ayala noted that the Old City Hall and the Police Station are also used as emergency shelters as well. Buckley noted several issues she identified as the vendor point person, such as menu items, prices and sales tax being charged.
16. Technical / Set-Up – Sotelo reported issues with the stage sound systems and recommended using a CD player versus a laptop. Cheatwood suggested that MP3 players would be useful and that the sound company will provide feedback as well.
17. Parking / Grounds – Whipp stated that Saturday was challenging due to the weather. Tatum noted that more controls should be in place for parking, and especially at the stages and vendor parking area.
18. Security – All went well with no issues or concerns being reported.
19. General – Roldan stated that when approached by patrons regarding the lack of cultural diversity represented this year, he suggested that they were welcome to make application or suggest groups, etc to participate in future festivals. Wyatt stated that the survey he has created and made available to patrons at his business provides information on how to participation.

OTHER/NEW BUSINESS

None

ADJOURN

Chair Whitson adjourned the meeting at 7:45 p.m.

Chair

Date Approved