

**Minutes
Regular Monthly Meeting
International Festival Committee
Tuesday, October 6, 2015 - 6:00 pm
McMahon Memorial Auditorium Lobby**

Festival Evaluation Meeting & Potluck Dinner

CALL TO ORDER / ROLL CALL

MEMBERS PRESENT: Whitson, Sprague, *Ayala, Lazarte, Limon, Chamorro Society, Filipino American Club, Friends of the Library, and Mexican Folkloric Dancers

MEMBERS NOT PRESENT: Buckley, Coleman, Sotelo, American Indian Club, and Latin American Community

GUESTS PRESENT: Paul Goulet (Amateur Radio Club) and Pat Reynolds (Journey Productions)

STAFF PRESENT: Whipp and Gilbert

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

ITEMS REQUIRING ACTION

1. Consider approving minutes of September 22, 2015 meeting. – MOTION by Limon, with second by Chamorro Society to approve the minutes of September 22, 2015 as presented. Roll call results: Sprague, Ayala, Lazarte, Limon, 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 financial report. MOTION by Ayala, with second by Friends of the Library to approve the September financial report. Roll call results: Sprague, Ayala, Lazarte, Limon, Chamorro Society, Filipino American club, Friends of the Library, and Mexican Folkloric Dancers voted yes. MOTION CARRIED.

CHAIR'S REPORT

Chair Whitson reported that Tatum has submitted her letter of resignation effective immediately due to relocation. She stated that there are currently three vacancies (Wyatt, Roldan and Tatum) and asked members to submit nominations to staff as soon as possible.

VICE CHAIR'S REPORT

None

EVALUATION

Agenda went as follows:

10. Interactive Area – Chavez reported that all went well and that they did not do the piñatas in this area, but they did give all the kites away. Whipp reported that piñatas were done at various times by Pat Reynolds who stated there was a good response when they did each of the three piñatas. Chavez also reported she will be unable to Chair the Interactive Area for the 2016 festival as her group will be celebrating their 40th anniversary and preparations for the event will be time consuming. Whitson noted that the Interactive Area was moved back to the Garden Pavilion from the Gazebo due to vendors complaining that they could not carry on a conversation with patrons at their booths. The recommendation is to only have activities at this area and not performers as the sound spills over to the south stage from this location or the vendors if using the Gazebo.

3. Poster Contest / T-shirts – Whipp noted that the posters are still displayed in the auditorium lobby. She stated that Sumire's host family recommended a VISA gift card for the poster contest award as it might be easier for her to use in Japan. She noted that t-shirt sales were good with only 12 left of the 144 ordered and that an email has been sent to COL employees if they want to purchase at \$5.00 each. Whitson noted that the yellow is not a popular t-shirt color; however, they sold on Sunday afternoon after they were reduced to \$5.00.

4. Brochure Ad Sales / Sponsorships – Whitson stated that Brookdale, formally Ten Oaks, has requested to be placed on the Season's Greeting mail out database. Whipp reviewed the current brochure ad rates and sponsorship levels and asked if the committee wanted to change structure with the consensus being to keep both the same for 2016 IF.

5. Marketing / Publicity – Whipp reviewed areas of marketing in place for this year and noted that LAHC assisted in placement of yard signs and distribution of posters. Gilbert reported that 26 posters were taken to Stripes Corporate Office.

6. Decorations / Tree Decorating – Chavez reported a decrease in decorations due to theft of decorations the past two years.

7. Opening Ceremony – Whipp reported all went well and that Donna Brox (Sumire's host Mom) represented her at the ceremony. She suggested recognizing number of years for media sponsors for 2016. Discussion ensued regarding the Opening Ceremony format and groups to participate.

8. North Stage / Performers – Lazarte reported being very pleased with the weekend and noted that the smaller 60' x 60 tent worked well for her stage. She commended the 77th Army Band for their performances. She further reported that being in the parking lot had its advantages to being on the Amphitheatre as that area is not as accessible for handicap patrons and creates additional issues if we get rain during the festival timeframe.

9. South Stage / Performers - Whipp stated that Tatum that a 60' x 90' tent would work better for this stage. Chavez noted that it seemed, with the smaller tent, the sides hung lower making it difficult for patrons to see the stage who were seated outside of the tent. (*Ayala excused himself from the meeting.)
 - a) Street Dance – Whipp reported the following for Sotelo "mostly youngsters participated in the street dance; some adults. They were of various ethnic backgrounds. Some of them came up to the DJ table to ask for specific songs; at the end of the Street Dance, some came up to DJ table to thank me for the music. They had fun and that the name 'Street Dance' is a misnomer and confuses people."

Discussion ensued regarding increasing patron's awareness and interest such as making announcements over the PA system, changing format next year and/or more variety of music to be played. The consensus is to try it one more year.

11. Children's Area – Whipp stated she has not spoken to Buckley, but each time she walked past the area it was always full of kids.
12. Information Booths – Nothing reported for this area.
13. Beer Booth – Sprague reported that beer booth sales were down with only a \$4,868.00 profit. He reported that due to Friday evening's weather announcement encouraging patrons to leave the area, beer sales / profits suffered greatly. Discussion ensued regarding vendor feedback indicating a decrease in sales due to the weather announcement. Further discussion ensued regarding establishing a policy and procedure for inclement weather as well as ensuring all committee members and participants are provided the information. Whipp stated that the weather announcement made by the KSWO staff was not approved for what was actually announced, and that strict guidelines will be implemented to ensure that only authorized personnel make announcements over the public PA system.
14. Volunteers – Whitson stated that there was an adequate amount of volunteers; Lazarte noted the Marines were a tremendous assistance all week and throughout the festival weekend.
15. Partnership with HIP to feed volunteers – Whipp reported this was extremely successful not only in terms of cost to IFC but with staff time. She stated that IFC waived the booth rental fee and paid the organization \$1.50 per meal for a total of \$103.50. She stated the cost last year for the VIP tent, food and supplies was slightly over \$1,000.00.
16. Vendors – Reynolds reported increased sales this year versus the past three years even with the weather incident. Whipp reported that the pony rides and petting zoo were positive additions and both vendors have indicated they would like to return.
17. Technical / Set-Up – Reynolds reported that it was an interesting year in terms of set-up and trustee labor as well as issues with Century Tent Company which is under new ownership. Whipp explained the City's changes in regards to using trustees for work details. She noted that the Marines did an outstanding job. Sprague reported that he had a "mobile bar" this year which he setup on the east end of the tent which helped with congestion at the beer booth. He further reported that on Friday three vendors had electrical issues but all were resolved.
18. Parking / Grounds – Whipp reported that there were no major issues with parking or traffic this year to her knowledge, and that LATS alleviates a lot of the congestion inside the park. She stated that the support of the Parks & Recreation Department is invaluable to the set-up and tear-down of the site as well as working the parking/traffic control during the festival weekend.
19. Security – Sprague reported that there was one incident on Saturday evening that was possibly gang related, but that LPD resolved it before it broke out into a fight. Comments were positive on the contracted security.
20. General – Whipp announced that the thank you to all festival supporters was published in last Sunday's paper and passed a copy around. She further reported that the estimated attendance was 33,000 down from last year, but still good.

OTHER/NEW BUSINESS

Whipp presented Chair Whitson and VC Sprague each with a Certificate of Appreciation from Mayor Fitch as well as a small token of her appreciation and thanked them for their eight years of leadership and commitment to the IFC. She reminded members that the 2016 Chair and VC will be on the November voting agenda and the need for new people who are interested in the festival and its mission to serve on the committee. She requested any nominations be submitted to her or presented at the November meeting.

ADJOURN

Chair Whitson adjourned the meeting at 7:15 p.m.

Chair

Date Approved