

Agenda
Regular Monthly Meeting
International Festival Committee
Tuesday, October 7, 2014 - 6:00 pm
McMahon Memorial Auditorium Lobby

Festival Evaluation Meeting & Potluck Dinner
(Please write your ideas, suggestions, comments, and/or
constructive criticism down and bring them to the meeting.)

CALL TO ORDER / ROLL CALL

MEMBERS PRESENT: Whitson, Sprague, Buckley, Coleman, Lazarte, Limon, Sotelo, Tatum, American Indian Club, Chamorro Society, Filipino American Club, and Friends of the Library

MEMBERS NOT PRESENT: Ayala, Rain (LAHC), Roldan, Wyatt, Latin American Community Club, Lawton Public Library and Mexican Folkloric Dancers

STAFF PRESENT: Whipp, Gilbert and Reynolds (Journey Productions)

Chair Whitson called the meeting to order at 6:05 p.m., declared a quorum, and invited members to help themselves to dinner then proceed through agenda.

ITEMS REQUIRING ACTION

1. Consider approving minutes of September 23, 2014 meeting. – MOTION by Sotelo, with second by Tatum to approve the minutes of September 23, 2014. Roll call results: Sprague, Buckley, Coleman, Lazarte, Limon, Sotelo, Tatum, American Indian Club, Chamorro Society, Filipino American Club, and Friends of the Library voted yes. MOTION CARRIED.
2. Consider approving September financial report. – Whipp reviewed the September financial report. MOTION by Buckley, with second by Sotelo to approve the September financial report. Roll call results: Sprague, Buckley, Coleman, Lazarte, Limon, Sotelo, Tatum, American Indian Club, Chamorro Society, Filipino American Club, and Friends of the Library voted yes. MOTION CARRIED

CHAIR'S REPORT

Chair Whitson stated the festival was very successful and thanked members for their hard work.

EVALUATION

3. Poster Contest / T-shirts – Whipp reported that OAC's recommendations from the grant review for 2015 IF was to eliminate the poster contest and commission an artist to create the festival design. Discussion ensued regarding how long the poster contest has been in place. They also recommended increase marketing efforts through electronic media versus print materials.

4. Brochure Ad Sales / Sponsorships – Whipp reported that ad sales totaled \$1,960, and the cost to print 4,000 brochures was \$1,600. She stated that there were still a lot left over and recommended reducing the order to 2,000 for next year.
5. Marketing / Publicity – Whipp reported all media outlets did an excellent job on coverage this year and Cheatwood noted that the headliners were proactive in disseminating festival information. It was suggested the committee consider purchasing Facebook time to advertize the 2015 International Festival.
6. Decorations / Tree Decorating – Lazarte reported that the festival site looked really good and colorful and that the marines were extremely helpful in decorating as well as during the festival and tear down. Sotelo stated that members which provide lights should also provide an extension cord so that the lights can be plugged in to a power source. Lazarte stated she will schedule a date for her and Chair Whitson to inventory items in the near future.
7. Opening Ceremonies – Whipp reported that 13 residents representing five countries were naturalized. Sotelo noted that the Parade of Nations had fewer participants.
8. North Stage / Performers – Lazarte reported they were really busy, and that it worked well with the schedule for all the large groups and that headliner's were great this year "good picks"; having increased security really helped in all functions of the stage.
9. South Stage / Performers – Tatum reported that the Friday night headliner was best ever, but just not many in the audience. She reported having a couple of incidents at this stage, security officers were proactive, evidence that some volunteer groups did not attend the mandatory meetings as instructions and guidelines were not followed. Sotelo recommended adding 15 minutes to the "front end" of the volunteer performers parking pass so that they may park, unload, and be at the stage at the assigned time. Also recommend having signage at stages with instructions such as "Check in with Stage Manager" and "Take music to Sound Crew".
 - a) Tatum reported the street dance was not as successful as she hoped; she felt there was not enough diversity in the music played and therefore the crowd lost interest with hardly in the audience by the end of the evening. Chair Whitson recommended that the original members of this sub-committee (Lazarte, Buckley, Roldan and Sotelo) meet and create a "plan of action" for the 2015 festival to present to the full committee.
10. Interactive Area – Cheatwood stated that the Interactive stage manager for Saturday, Bobbi Matchette, reported issues with the sound equipment, and the area is too small for performances and suggested using this area for more hands-on activities. Chavez reported that the kite flite did not have as many children participating as in the past, but they were more excited about the other activities they were doing in this area and that all went very well on Sunday.
11. Children's Area – Buckley reported the Children's Area went well, no incidents or problems and they had a lot of fun! felt the smaller area provided, compared to last year, was beneficial.
12. Information Booths – Coleman reported the Information Booths did well and had lots of volunteers working.
13. Beer Booth – VC Sprague reported beer sales of \$5,900, approximate increase of \$1,200 from the 2013 festival. He reviewed the "one for one" policy to ensure patrons purchasing beer were of age. He reported having 19 volunteers working for a total of 115 hours.

14. Volunteers – Coleman reported that volunteers were sent to various areas and sent back due to not being needed; he felt there were too many volunteers. He also recommended improving how the volunteers are accounted for. Discussion ensued regarding sign in/out sheets being at the various areas that volunteers are assigned to.
15. VIP Tent – Chair Whitson reported that the EHS Key Club sponsored the VIP tent Friday and Saturday, and LHS Key Club assisted them on Sunday. She reported that the IFC had to purchase food and supplies again and they did not serve coffee.
16. Vendors – Asetamy (American Indian Club) reported that run off from the faucets flowed into their tent, creating a potentially hazardous situation. Discussion ensued regarding high vendor prices due to rising costs, as well as health regulations pertaining to the food vendor's tent flaps/walls being left open. VC Sprague reported that patrons did not like the location of the beer trailer. Cheatwood noted that vendors playing music on their own sound system/speakers at their booths made it difficult to hear the announcements over the loud speaker and that this may need to be regulated for next year. Friends reported it was one of their best years ever. Sprague reported hearing complaints that beer booth too far to walk and that prices will probably need to be increased for next year due to the change in beer that is sold. He stated that the international beer now provided by SW Sales is approximately \$40 more per keg and this resulted in approximately \$500 - \$600 decrease in profit this year.
17. Technical / Set-Up – Pat Reynolds (Journey Productions / Tech Director) reported that the set up went well had a great group of guys from the jail this year but that we did have a few issues with Century Tents. He reported that the IFC tents need to be cleaned and some tent walls will need to be replaced prior to next year's festival.
18. Parking / Grounds – Whipp reported that LATS reported close to 3,000 riders. She noted that CU's ROTC Military Exhibit was located in the parking area due to the late notice of their participation.
19. Security – Overall consensus was that security was better this year on all levels. Cheatwood stated a system to identify volunteer performers whom are scheduled at a stage might be a good idea; Tatum recommended hospital type armbands.
20. General – Whipp reviewed how the number of patrons in attendance is calculated, and noted that it was estimated over 43,000 were in attendance this year.

OTHER/NEW BUSINESS

None

ADJOURN

Chair Whitson adjourned the meeting at 7:35 p.m.

Chair

Date Approved