

**Minutes
Regular Meeting
International Festival Committee
Tuesday, November 1, 2016 - 6:00 pm
McMahon Auditorium Lobby**

CALL TO ORDER / ROLL CALL

MEMBERS PRESENT: Whitson, Sprague, Limon, Thomas*, Chamorro Society and Mexican Folkloric Dancers.

MEMBERS NOT PRESENT: Buckley, Thompson, American Indian Club, Filipino American Club, Friends of the Library and Latin American Community

STAFF PRESENT: Whipp and Neeley

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

ITEMS REQUIRING ACTION

1. Consider approving minutes of October 4, 2016 meeting. - MOTION by Chamorro Society, second by Thomas to approve minutes of October 4, 2016 meeting. Roll call results: Sprague, Limon, Thomas, Chamorro Society and Mexican Folkloric Dancers voted yes. MOTION CARRIED.
2. Consider approving October financial report. – Whipp reviewed the report stating the OAC grant reimbursement of \$15,500 has not yet been received and once it is a check for half (\$7,750.00) will be issued to the COL for their reimbursement. She further reported two poster contest checks have not been cashed and one winner stated she never received the check. She asked if the committee wanted to reissue the checks and have the winners return original checks if they do eventually show up as it would cost \$25.00 per check to “stop payment”. The consensus was to reissue the checks and not stop payment on the original two. MOTION by Limon, second by Chamorro Society to approve October Financial report and reissue the two poster winner’s check as stated. Roll call results: Sprague, Limon, Thomas, Chamorro Society and Mexican Folkloric Dancers voted yes. MOTION CARRIED.
3. Consider approving 2017 Vendor Booth Fees (see attachment A). – Whipp referred members to attachment A and reviewed the fees stating that the tent rental charged to vendors is the amount the tent vendor charges the festival committee; therefore that fee can change from year to year. She stated that the booth fees were increased in 2014 and the committee had indicated they wanted to review the fees every few years and do slight increases versus waiting too long and needing to do a more drastic increase. Discussion ensued and the consensus was to keep the fees the same for 2017 and look at increasing them for 2018. MOTION by Limon, second by Chamorro Society to approve 2017 Vendor Booth Fees as indicated in attachment A. Roll call results: Sprague, Limon, Thomas, Chamorro Society and Mexican Folkloric Dancers voted yes. MOTION CARRIED.
4. Consider approving 2017 Brochure Ad Rates (see attachment A). – Whipp reported that the brochure ads were increased in 2014 as well. MOTION by Limon, second by Mexican Folkloric Dancers to approve 2017 Brochure Ad Rates as indicated in attachment A. Roll call results: Sprague, Limon, Thomas, Chamorro Society and Mexican Folkloric Dancers voted yes. MOTION CARRIED.

5. Consider approving 2017 Sponsorship Levels and Benefits (see attachment B). Whipp referred members to attachment B stating that the levels and benefits were reviewed and changed in 2014 with the Platinum Level being added. MOTION by Chamorro Society, second by Thomas to approve 2017 Sponsorship Levels and Benefits as indicated in attachment B. Roll call results: Sprague, Limon, Thomas, Chamorro Society and Mexican Folkloric Dancers voted yes. MOTION CARRIED.
6. Consider approving 2017 Chair and Vice Chair. – Whipp reported that Filipino American Club could not attend the meeting but indicated she would recommend Whitson and Sprague again if they were willing to serve. Whipp noted that this would be their 10th year to serve as chair and vice chair if they accept the nomination. Discussion ensued with Chair Whitson asking for other nominations from the floor none being they both accepted the nomination. MOTION by Chamorro Society, second by Mexican Folkloric Dancers to appoint Whitson as Chair and Sprague as Vice Chair for 2017. Roll call results: Sprague, Limon, Thomas, Chamorro Society and Mexican Folkloric Dancers voted yes. MOTION CARRIED.
7. Consider not meeting in December or January. MOTION by Limon, second by Mexican Folkloric Dancers to not meet in December and January. Roll call results: Sprague, Limon, Thomas, Chamorro Society and Mexican Folkloric Dancers voted yes. MOTION CARRIED.

CHAIR'S REPORT

8. Committee vacancies / nominations – Whipp reported that Price was confirmed by LAHC but that staff failed to get her contact information and notify her of this meeting. Chair Whitson reported that Ayala has resigned and discussed the committee vacancies. She noted that one possible nomination is Beckman who was the South Stage Manager. She encouraged everyone to look for people who would actively serve and participate on the committee and at the festival. Whitson asked that any names be submitted to staff prior to the February meeting.

VICE CHAIR'S REPORT – Sprague reported that at the October meeting issues with the ATM's were discussed and that the Executive Committee has a meeting with the Assistant City Manager tomorrow afternoon. He reported that a complete report of that meeting will be provided at the February meeting.

2017 COMMITTEES – Whitson reported that more people are needed to help on the various sub-committees and asked members to consider helping out on more committees. She does not want to assign duties but due to losing members it is difficult to cover all areas. (*Thomas left)

9. Brochure Ad Sales / Sponsorships – Whitson reported that more businesses are going towards social media due to budget constraints. It might be too late to get businesses to purchase an ad or be a sponsor if they have already finalized their budgets. She requested staff send out the "Season Greetings" cards as soon as possible and the packets in early January.
10. Marketing / Publicity – Whitson stated these efforts need to be increased.
11. Entertainment Selection – No Report
12. South Stage – Consensus is that Beckman did a great job at the south stage and hopefully will want to serve full time on the festival committee.
13. North Stage – Lazarte – No Report
14. Street Dance – Whitson stated that the committee had discussed doing away with the activity depending on how this year's event went. Since the weather closed the festival down

early on Saturday the Street Dance did not happen. She asked for this item to be placed on the February voting agenda.

15. Interactive Area – No Report
16. Roaming Performers – Whitson reported that two groups performed, but would like to have more.
17. Children's Area – Buckley – No Report
18. Information Booth – Whitson stated that she would like to research cost for more children's shirts and smaller sizes for next year.
19. Volunteers – No Report
20. Decorations – Lazarte – No Report
21. Tree Decorating – Mexican Folkloric Dancers reported not as many decorated this year and that they had electrical issues at their display booth. Whipp reported that should be resolved for 2017 as additional power is being installed in the area along the curve where display booths were located. Whitson stated that Lazarte wants to use the "Star lights" that reflect the lights into the trees as this would be easier and more efficient in decorating and still look festive. She asked Whipp to check after Christmas sales and if they go on sale to purchase four or five.
22. Beer Booth – Sprague – No report
23. Feeding Volunteers – Whitson stated this area needs work.

ADMINISTRATOR'S REPORT

24. 2016 Festival Overview – Whipp reported that overall the festive was a success in spite of the weather. She stated attendance was estimated at 26,000 and feedback from vendors and patrons has been positive.
25. 2017 Headliners – Whipp asked the committee to start thinking about the type of groups for 2017 and email suggestions to staff as soon as possible so they can start researching headliners.

OTHER/NEW BUSINESS

ADJOURN

Chair Whitson adjourned the meeting at 6:54 p.m.

Chair

Date Approved