Minutes
Regular Monthly Meeting
International Festival Committee
Tuesday, October 8, 2013 - 6:00 pm
McMahon Auditorium Lobby
Festival Evaluation Meeting & Potluck Dinner

CALL TO ORDER / ROLL CALL

MEMBERS PRESENT: Whitson, *Ayala, Buckley, Auwen (LAHC Rep), Lazarte, Roldan, Sotelo, Tatum, ***American Indian Club, Filipino American Club, Friends of the Library, and Latin American Community Club

MEMBERS NOT PRESENT: Sprague, Limon, Wyatt, Chamorro Society, and Mexican Folkloric Dancers.

GUESTS PRESENT: Anthony Coleman, Janet McNally (LHS Key Club Advisor), Ty Albin (LAHC)

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

Chair Whitson called the meeting to order at 6:00 p.m.
and declared a quorum.

ITEMS REQUIRING ACTION

1. Consider approving minutes of September 24, 2013 meeting. – MOTION by Sotelo, with second by Filipino American Club to approve the minutes of the September 24, 2013 meeting. Roll call results: Ayala, Buckley, Lazarte, Roldan, Sotelo, Tatum, Filipino American Club, Friends of the Library, and Latin American Community Club voted yes. MOTION CARRIED.

2. Consider approving September financial report. – MOTION by Tatum, with second by Roldan to approve the September financial report. Roll call results: Ayala, Buckley, Lazarte, Roldan, Sotelo, Tatum, Filipino American Club, Friends of the Library, and Latin American Community Club voted yes. MOTION CARRIED.

CHAIR'S REPORT

Chair Whitson thanked members for their hard work at the festival and contribution to the pot luck dinner.

EVALUATION

3. Poster Contest / T-shirts – Whipp recommended recognizing the overall winner at the Opening Ceremony versus the Sunday Awards presentation to all division winners since very few if any attend. Discussion ensued regarding displaying all posters at various locations such as Shoemaker Center, City Hall, and LPS television station. Chair Whitson reported the 2013 t-shirts sold well, but noted a large inventory of past festival t-shirts especially from 2010 and asked members to consider donating them to a non-profit organization.

4. Brochure Ad Sales / Sponsorships – Whipp recommended decreasing number of brochures ordered in the future as most were not distributed. Discussion ensued regarding the necessity of the brochure and other means to communicate information such as on display boards, additional stage schedules and sponsor signage posted throughout the site. Suggestion was made to add to the patron survey a question addressing interest in or usefulness of the brochure. Whipp reported that cash sponsorships were the largest received since at least 2004.

5. Marketing / Publicity – (*****American Indian Club entered). Great coverage and publicity efforts this year with Whipp and Cheatwood providing a brief overview of media coverage.

6. Decorations / Tree Decorating – Lazarte reported that overall everything went well and greatly appreciated having marines to assist with decorating. She noted that additional country flags may be ordered next year due to wear and tear of some of the current inventory.

7. Opening Ceremonies – Great participation in the Parade of Nations and OC; appreciated the support of the Kiowa tribe's princesses.

8. North Stage / Performers – Lazarte reported that overall everything went well and that she was very pleased with the sound technicians, noting their preference to have performers provide their music on a memory stick. She stated that the north stage new location is great if it does not rain! Stage was handicap accessible for performers but audience area was not very accessible for handicap patrons. Better controls, physical barriers and signage, needed to ensure general public does not go back stage.
   a) Street Dance - Roldan reported that although the street dance was a success for participants, it was not very visible to festival patrons, and recommended moving it to the south stage next year.

9. South Stage / Performers – Tatum reported that overall everything went well and that she was pleased with the sound technicians, volunteers, security at her stage and marines. She noted the side walls worked well and requested they be lengthened to include the first or second row of chairs. She recommended that the tent walls be slanted out so that water runs off and out away from the tent area. Cheatwood stated there is a need to review use of the Marley Floor and consider it when scheduling certain performers such as the Martial Arts Group. She stated all headliners were well received by audiences.

10. Interactive Area – Whipp reported on behalf of Chavez stating that she has new ideas for 2014. Whitson noted that the Interactive Area did not have a stage manager during all hours of the festival.

11. Children's Area – Buckley reported the Children's Area was very successful, and the MHS students did a great job and had fun. She noted the "No Beer in Children's Area" signs were very helpful and adhered to by patrons. She suggested additional tables be placed directly outside the fencing. She volunteered to approach the MHS Key Club regarding sponsorship of this area again next year. She stated that they would not be doing Piñatas in this area.

12. Information Booths – Coleman reported that utilizing the Holiday House was very beneficial and recommends it every year. He reported there were plenty of volunteers but not many from EHS Key Club who had volunteered to sponsor this area. Chair Whitson commended Coleman for an excellent job as his first year to Chair this sub-committee. (*Ayala left)

13. Beer Booth – Lazarte reported that the location of the beer booth assisted with patrons visiting her stage, and noted that several patrons made request for additional alcoholic beverages such as margaritas or wine. Discussion ensued regarding the feasibility of serving alcoholic beverages and Whipp reviewed the procedure to obtain the current low point beer licenses. The consensus of the committee was to research the requirements to obtain a special events alcohol license.

14. Volunteers / VIP Tent – McNally reported the VIP was a success and she enjoyed working with the students and staff. She volunteered to Chair the VIP sub-committee for the 2014 festival. Gilbert expressed the importance of reminding all volunteers to sign out after their shift so that the correct number of volunteer hours can be tracked and credited.

15. Vendors – Snider reported he has replaced Pate as the Friends of the Library representative. He stated that The Friends are concerned with the number of vendors who are allowed to sell drinks, and explained how the Friends started the festival 34 years ago and drink sells by other vendors should be limited because it cuts into the Friends sales, noting that the number of vendors allowed to sell "specialty" drinks over the past two years has gotten out of hand. Tatum reported that items for the EF Foundation for Foreign Study display booth, which were stored in a large plastic trash bag under the table in her tent, had been stolen and recommended increasing security next year. Discussion ensued regarding on-site security and that the vendor guidelines also state that the COL and IFC are not liable for property left unattended. Whipp gave a brief overview of how vendor locations are determined explaining that type of vendor, booth size and type, electrical needs, etc is all taken into consideration when placing vendors at the site, and that the process involves input from other city divisions, the festival electrician and Comanche County Health Department requirements. She invited members to contact her with any questions about the process and that any member is welcome to be involved in this task next year if they would like. She stated that due to the amount of space requested on the Tommy Franks application and the fact that room for emergency vehicles to pass through must be allowed other vendors could not be placed at the west end of the north parking lot. Whipp also asked about presentation of Booth awards stating that most vendors are unable to attend the awards presentations on Sunday afternoon because they cannot leave their booth. Discussion ensued with the general consensus being that vendors to like to get the awards and be recognized but that the presentation of the awards be handled differently.

16. Technical / Set-Up – Reynolds reported that all went well overall, but requested assistance with teardown on the Monday due to the festival growing and lack of available trustees from the City jail to assist in the set up and tear down process.

17. Parking / Grounds – Discussion ensued with several issues and concerns to include; handicap accessibility at North Stage, negative comments from staff and/or volunteers in the parking area, handicap parking locations and golf cart availability to transport handicap patrons back and forth. It was noted that there was a lot of trash around the festival site and that greater monitoring of the restrooms is needed next year.

18. Security – See item #15.

19. General – Chair Whitson thanked members again for their hard work and diligence in making the 34th annual IF a success. Whipp introduced and welcomed guest Ty Albin, new LAHC board member.

OTHER/NEW BUSINESS
Chair Whitson reported a nomination has been brought forth to fill the committee vacancy, and stated this item will be placed on the November voting agenda and any other nominations can be submitted to staff or presented at the meeting.

ADJOURN

Chair Whitson adjourned the meeting at 7:50 p.m.

__________________________ __________________________
Chair Date Approved