

## **Riverfest Committee Meeting** **March 5, 2020 at 7:30 a.m. at Pizza King**

Committee Chair Katie Hickey called the meeting to order with the following people present: Tina Hurley, Erica Colegrove, Charles Anderson, Ashley Heinicke, Luke Hastings, Bill Messmer and Jason Sterner. Katie discussed the new layout of the 2020 event. The committee had the idea to move entertainment to Gateway Park, however, since Mike Hines is our headliner this year, we have decided to keep the stage and move all church entertainment (i.e. Grace Baptist, Harvest Christian, etc.) into Gateway Park.

Although Gary Andrews could not attend the meeting, he is working with Whitley Greaves from 3CUSA church on bringing back a Riverfest “Vision Run” 5K. The idea is to start (potentially at Gateway Park) with a concert in the Park to pump everyone up for the run. Once the 5K is over, there will be music at the end for people to enjoy as they finish their race. Gary is planning on setting up a meeting this month to work out more details.

Ashley Heinicke opened up the discussion regarding food trucks – the committee talked about making a food “alley” but mentioned that people will walk to places that sell food and craft vendors may have a better chance of seeing more people if they are placed in close proximity to a food vendor. An idea was to have the food vendors grouped by category (sweet vendors in one area, hot food in another) but placed throughout High & Market Street. The definite layout is still TBD based on how many vendors they receive.

New to the meeting was Bill Messmer, from the Eastern Shore Corvette Club who is interested in being the new point person for our annual Car Show! He spoke about getting in contact with local business, bringing back dash plaques, and coordinating with Deena Yale about all of the logistics of the show. He is attending a breakfast on March 14<sup>th</sup> where they will be handing out flyers for all local 2020 car shows. He said that since he is attending, he would be happy to distribute the flyers to everyone attending (around 300).

The committee then discussed the 2020 theme and Katie presented the committee with a draft sketch from Jake at ASAP. There are still many changes & additions to be made, however, the committee did make the decision for the committee shirts to be a deep/fuchsia pink. Katie is working on getting a letterhead to use for advertising while the complete logo is still in progress.

Luke brought up a new idea for the “Social Media Giveaway” since that has been a success the last several years, and changing it to a “Photo Contest”. There will be 5 areas/vendors that people must take a “selfie” with and include #NanticokeRiverfest2020 (or another hashtag) in order to be eligible to win a prize. He suggested that if a few vendors would like to be featured for this, they could help sponsor the event by paying \$20 each to offset the cost of the grand prize. The prize discussed was \$100 cash.

Luke also discussed the updates with the potentially new Beer Garden. He has been working with his brother and several others with SVFD in order to work out a way for them to be

included. Luke plans to host a meeting with SVFD and Katie the week before the March 24<sup>th</sup> Council meeting where he and a representative from SVFD will present the idea/seek approval from the council. After some further discussion on this topic, Katie asked the committee if they had anything else to share and then adjourned the meeting

The last thing the committee discussed was the theme for 2020. They decided that we are in need of a theme since the event has always had one. Once a few ideas are created, the committee will vote and the idea will be sent to ASAP for the logo. With no other further questions or comments, Katie then adjourned the meeting.

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Katie Hickey, Committee Chair