

Riverfest Committee Meeting

August 9, 2018 at 7:30 a.m., Pizza King

Committee Chair Katie Hickey called the meeting to order with the following people present: Tracy Torbert, Charles Anderson, Denna Yale, Erica Colegrove, Toby French, Annette Cole, Hannah Henderson, Gary Andrews, Karen Henderson, Luke Hastings and Tina Hurley.

Katie reported that the Riverfest Theme this year was a big success. Though there were a few minor problems throughout the day, the event was well-attended and for the most part, an easy-going day.

Some suggestions were made about the road closures and that they were opened up a little prematurely. Although the event was over, there were still volunteers cleaning the area of the event and it became a hazard to them after the roads were opened back up. Another suggestion was to pass out “Save the Dates” to businesses in Downtown, along with a vendor application to those who may want to have a space available in front of their stores.

There were a few suggestions reported for the theme for 2019 but one was not decided on. (Mardi Gras, Candyland “Sweet Summertime on the Nanticoke”, Silver Celebration with Scrooge McDuck, Back to the Future)

Katie then asked for committee reports. Charles reported that the float-in has the most attendees it has ever seen with a final headcount at 525 floaters. He also said that the timing of the tide was better than the year before and they may need another volunteer at their location next year. Annette reported that she had 129 kids attend the Children’s Area and that was the most children she has ever had attend. Each of her entertainers brought a big crowd with Moana & Ariel being the favorite show of the day. The new location for the entertainers worked out better than expected and will stay in that location next year. Two changes for next year will be to rope off the children’s area and to have a few extra extension cords on-hand. Karen reported that her shift at the information booth was busy and lots of people took interest in purchasing the shirts as well as the bike raffle tickets. Though not a lot of them were sold, the car coasters were a hit and may be bought again next year for the car show. Tracy reported that the Mayor’s Challenge went well and Mayor Genshaw suggested to have it on the river for next year. The volunteers were good for the most part but just lacked a little in the afternoon. The ROTC members helped set-up and breakdown and were a big help with both of the morning and night crews. There was also very positive feedback from The Lyons’ family who hosted the dunking booth; they profited \$279 this year. Mike reported that vendor set-up went well with only two major problems the day before and the morning of. There were very little vendor complaints throughout the event. There was a total of 65 registered vendors this year, which is a jump up from last year. Erica reported that we are currently at a net loss of \$476 which is up from last year. Although we did not make as much this year, we took a lot of steps to save more money than last year. We are still waiting on a final count from the canoe/kayak race and potentially one check from a sponsor. Deena reported that there was a total of 89 registered cars this year with positive feedback about the judges, trophies, and car coasters. Luke reported that although attendance was light at the Fishing Tournament, lots of catches were made and he is expecting a better turnout next year. He also suggested to have a private vendor sell beer and wine during the duration of the event.

With no further questions or comment, Committee Chair Katie Hickey adjourned the meeting.

Katie Hickey, Committee Chair