

Sunset at Sunset Minutes

February 22, 2021

Members Present: Karen Joseph, Lois McClellan, Ron Lim, Juanita Adams, Brittany Booker, Mike Bowman, Cindi Stephenson, Mary Hughes

Budget: Current balance for our account is \$ \$23,345.12.

Give Aways—thank you to festival goers- Juanita- presented information on items that she found from a vendor called “4 Imprint”. Some ideas where:

- Mousepad – cost \$2.11 if 2,000 bought. \$65 set up for logo
- Metal Key chain – cost \$1.65 if 2500 bought. Also has a setup fee for logo

Recommendation was for committee members to go on-line at www.4imprint.com and review offerings in preparation for discussion at next meeting. Further discussion took place on possibly giving away small size sanitizers with the SAS logo on it as a giveaway also. More discussions to follow. “4 Imprint” site indicates possible cost of \$.88 if 2,000 units purchased plus logo set up cost. Cindi S will check with the Home Security firm that provided these to the town staff to gather info on vendor they used

Social Media – Brittany presented some examples of design work for the Facebook webpage. Utilized website called www.canva.com. Very impressive. Brittany will request admin access from Melissa in order to assist with these.

- Meet the Band, Sponsors, Save the Date, Vendor spotlight etc.

Vendor reports – everyone reported in as to their conversations with our vendors. Overall very positive reception. Specific comments

- Ingram Planetarium – wanted confirmation of “in kind” space in exchange for utilization of the restrooms inside the planetarium the day of the festival. Also wanted confirmation that we would not be doing the photo contest. If so, they needed more lead time to help organize. Mike B. will reach back out to them
- Recommendation from vendors that they should have hand sanitizers/wipes available for festival goers at their site. Committee to recommend to vendors but vendors to provide their own. Committee did discuss having the availability of sanitizer sites throughout the festival. Possibly rent them for the day. “4 Imprint” site indicated possibly a setup unit would be \$28.00 per unit. More to investigate
- Masks- many vendors said they would wear masks. Requirement to be determined as we get closer to the festival date and a review of the guidance provided by the CDC as well as the NC Governor
- One vendor recommended have a crossing guard in multiple locations out on Beach road
- Festival traffic pattern – possible to institute “one way” traffic lines. Given the setup of the vendors probably not doable but will review
- We had some new vendors in 2020 that were not our site map. Mary H will reach out to them for feedback etc.

- Sponsor
 - Coastal Hardwar – not sure if they can do this year due to the impact of the Feb tornado that impacted them
 - Discussion on Liberty GMC Buick, Matthews NC – turns out Marge was the contact. Juanita will reach out to them

Moving forward – Mary H. to send out general email with applications to the vendors (including non-profits with a cc to Ron Lim) advising them that they applications are now available on the town site. Juanita and Marge will reach out to their groups

Entertainment – discussion about Sea and Sand- Lois will reach out to them and discuss what they are looking for fee wise as well as inform them that they will need to provide the town with a certificate of insurance naming the town in the amount of \$\$\$\$ (need to confirm this with Cindi). Would advise them though not to purchase until 2 weeks before the festival date in case the festival cannot move forward.

Bounce House – Ron will take the lead and investigate. One suggestion was Carolina Bounce House.

Kids Booth – Mary provided info on some possible crafts for that day. Eg Halloween Bracelet Craft Kit 50 kits @\$23.99; Halloween Character kit 12 kits at \$6.49 etc. Set a budget of \$150.00. Generally targeting younger children ages 3 to 10

Shirt Inventory – Ron provided a list of what is currently available. Ron will follow up on prices in a few months as we get closer to the festival date. Possibly keep same design as the 2019 shirts.

Misc. other

Use of Festival property – Karen to reach out and confirm its availability for the festival in October. Briefly discussed Plan B that will require a lot more organization if needed to switch to it eg Town Park – vendor space available, transportation;/shuttle/parking etc.

Discussion on Port a Johns – need additional ones down at the end of the Blue section by La Cucina. Also Cindi mentioned that the town uses Elvis Service Company out of Myrtle Beach. **Address:** 2200 Executive Ave, Myrtle Beach, SC

Processing of Applications received – Cindi advised that due to Covid restrictions, the town staff will process the applications. They will make 2 copies of the Nonprofits and Food Vendors with copies of the checks and one copy of the regular vendor applications and checks. I will pick up once a week on Friday and make arrangements to get Ron's and Marge's copies to them.

Phone: (843) 448-5016

Might be another entity to investigate what services they could provide, plus the hand sanitizer stations. Assign Kathleen to investigate?

Next Meeting Date: Town Hall, March 22nd, 1pm.