

**SUNSET AT SUNSET
MINUTES
APRIL 26, 2021**

Members Present: Mary Hughes, Mike Bowman, Cindi Stephenson, Karen Joseph, Juanita Adams, Lois McClellan, Kathleen O'Sullivan, Ron Lim and Marge Gresham

Financial: Current Balance: \$25,837.12

Vendor Update: Current # of 47: 36 regular vendors, 8 non-profits and 3 food Comparison numbers as of this date in 2019: 61 total with 8 food 2020: 43 total with 3 food

We are still maintaining the August 1, 2021, deadline for all applications. Most area towns seem to be moving forward with event planning, as are we doing the same.

Food Vendors: currently 3 applications. Marge has spoken with former food vendors and they have expressed that they will be included.

Non Profits: Ron will continue a watch for the non profits. Currently we have received 8 applications

Giveaways: Committee members have been researching the possibility of giveaways to festival goers. The committee has agreed that stylus pens would be the best, both for use and economics.

Shared Ideas: Mike reported on the Mt. Airy Festival of which he was the chairperson/President of Chamber of Commerce. This festival is a 2 1/2 day festival, Main Street is closed in Mt.

Airy. All craft vendors are homemade crafts, no manufactured items. There are 24 food vendors and each one has a specialty and they are all non profits. This Festival is the main fundraiser for the Chamber of Commerce and for each non profit food vendor. A portion of the proceeds are given to the Chamber. There are approximately 250,000 visitors in these days. As Mike explained, this festival has gone on for over 50 years.

Advertising: The committee voted to continue the use of Rack Cards which are distributed at local businesses. These will not be distributed until mid July. There are a couple of radio stations that advertise local events. As we approach the date, a committee member will contact JAMMIN' 99.9 and SURF NMB for advertising the festival. The BEACON always runs an advertisement as we get closer. ATMC broadcasts our event. Other possible resources are NMB newspaper and NEIGHBOR magazine.

Parking: Ron will head this committee. Mary suggested we draft a letter to send to groups in the area asking for volunteers. Mary and Ron will draft a letter for our next meeting.

Sandwich Board: It was decided by the committee to purchase another sandwich board for the day of the festival. Festival goers will be able to find their way with the directions on the boards.

Porta Pottys and Hand Sanitizers: 1 additional porta potty will be ordered. Looking into having hand sanitizers distributed throughout the festival.

Entertainment: Sea and Sand Band will be receiving the contract for the day of the festival. Agreed to pay \$2300.00 for the day. Being cautious this year, it was decided not to have any bounce or slide for the children. The Fire Department will have their Obstacle Course and there will be a Craft Area for children.

Next Meeting: Monday, June 7, 2021, at Town Hall at 1PM.