Fortuna Christmas Music Festival Committee Meeting

November 7, 2019

Hot Brew 7:00 a.m.

Attendance: Michael McClimon, chairman; Sharon Holt, secretary; Toni Wilson, Dianna Rios, Erma Silva

Absent: David Johnson, Joanna Miranda.

1. Call to order: Michael 7:03 a.m.
2. Approval of September 5, 2019 Minutes: Approved by consent.
3. Treasurers Report: as of September 5, 2019, Balance: $1,481.27

(note: 2018 Printed: 400 programs; 300 posters; and 2 Banners)

1. Chair report:

Meeting dates: 11/7/19 11/21/19 12/5/19 1/16/20

As of 10/30/2019 $1481.34 balance: Deposits: $300.00: $100 Wendt, $50 LPL Financial, $50 Becker, Chamber $100.

Balance as of 11/7/2019 $1,781.34

Reports:

Don Bicknell & Sue Long confirmed for MC. Raquel Ortega is not available, but wants to remain on list for next year.

Discussed asking Simon Rios to fill first position of MC. Dianna will confirm.

Boulevard sign is in the works. Jim Brickley has completed the stencil, which the committee will receive on completion and is in the process of painting. He purchased the plywood, which we will need to reimburse him for.

Dianna reported that the city is not allowing any signs on the median that are advertising, so we will have to find an alternate location for display. Discussed several locations and Sharon will contact Jana Reveles at the intersection of Kenmar and Ross Hill Road to see if she will allow it in her yard.

Mike reported that Ian Campbell (FUHS) wants to move the equipment himself, so the committee will not be obligated to provide help for either set up or breakdown.

Mike reported that the performance schedule has been approved by all participating groups.

Fundraiser letters are being processed. David Johnson is pursuing his contacts.

Discussed the posters: the goal is to have them ready for proofing and finalized by 21st.

Try to get something in the URGE magazine. Dianna will send an email to TS for press release.

Greeters: Laura at CCCU is chamber ambassador. Mike will pursue possibility of greeters from chamber.

Current banners will be displayed at Clendenen’s and Monday Club. Dianna will look into the possibly of display at the vets building under the marquee. Need to confirm the banner placement at River Lodge.

Web presence: tabled for next meeting.

Sharon confirmed contact with River Lodge in regard to setup of lattice dividers and tables in the area behind the audience.

Per previous discussions there will be no Santa. Discussed the purchase of candy canes, and agreed by consent to replace candy canes with peppermint puffs.

There will be no CCC’s as additional parking is not needed.

Note was made that there needs to be more handicapped parking available in front.

Mike will get candles and candelabras.

Mike will see about the shuttle bus, call Kathy at Parks office.

TV spot is scheduled for Friday before the event.

Discussed the potential for next year’s event to have a spot in the middle that would showcase a feature group. Time would be no more than 45 minutes. Tabled to next meeting.

Adjourned at 7:49

Submitted by Sharon Holt, Secretary