

Aquafest General Meeting Minutes

October 22, 2009

Lake Stevens School District Admin. Building - 6:30 pm

- I. Call to Order: 6:30 PM
- II. Roll Call: Mike Friend, Jasmyn Friend, John Elder, Dave Schultz, Dave DeLorm, Sandy Thomas, Bob Justice, Ken Cross, Diana Cross, Daniel Rabinovich, Sue Fernalld, Janice Huxford, Ken Norton, Donna Foster, Lisa Elder, Tina, Kitburi, Susan Rieck, Les McKinney, Laura Reynolds, Darwin Smith, Pat Bara, Dana Wolcott, Ashley Wolcott, Maria Hicks, Linda Ellege
- III. Approval of Minutes: **Motion by Mike to accept minutes, second by Ken Cross – Motion Carried**
- IV. Treasurers Report: At this time we have \$70,441.91 (through Oct. 21st) in bank & petty cash. **Motion by Les McKinney to approve the treasurers report, second by Laura Reynolds – Motion Carried**
- V. Old Business
 - a) 2010 50th Anniversary Theme: Janice has had one submission of adding wording to the logo “Join the Party”, as part of our theme. Pat suggested carrying over the “Celebrate Lake Stevens” theme being used by the Chamber for our event this year. Could also shorten it to “Celebrate” or “Celebrate the Gold.” We will make final decision in January. Send Janice an email if you have any other suggestions.
 - b) 2010 Open Chair Positions: Media & website content chair is now open. Janice has re-opened the media chair, and filled the website content chair with Sue Fernalld with the approval of the board. **Sandy Thomas made a motion to accept Sue as the website chair, second by Ken – Motion Carried.** Her position will include going over each of the pages periodically and being sure they are up to date and contacting event chairs if their page needs updates.
- VI. New Business
 - a) 2010 Budget Review: Requested to separately mark Grand Parade & Children’s Parade in the budget.

John Elder: They have stretched the entertainment budget a little to do a through the years type of theme for the entertainment (60’s, 70’s, 80’, etc.) that would go along with our 50th anniversary theme. Janice would like the board’s approval. **Motion by Darwin to increase the entertainment budget for 2010, second by Laura Reynolds – Motion Carried.**

Mike suggests that the committee look at allocating a budget for sponsorship recruitment and give them different levels based on the marketing they will get from us.

Ken Cross said that the \$50 boat race should have a zero budget (Elim Lutheran Church sponsors this event).

Out of town parades budgeted under “Float”. Marysville Strawberry Festival parade budget is \$200 for entry. Mike asked if we really need to participate in Strawberry Festival at this cost, since they don’t reciprocate. Janice would like Linda to have a hand in this decision as the Miss AF Chair.

Movies in the Park shows a budget of \$375; should be covered by a direct sponsor, so the budget can be zeroed out. Darwin brought up that if sponsors are giving money that goes into the general fund, shouldn’t be allowed to claim an event. There has been question every year about the “exclusive” sponsor of the parade. He wants to be sure that they cover the entire cost of the event to be “exclusive”

John lowered the entertainment budget to \$8000

Motion by Darwin to approve the tentative budget, second by Ken Cross – Motion Carried

- b) 2010 Sponsorship Challenge: Janice, Laura & Tina have put together a sponsorship package and have personally delivered these and talked to the sponsors in person when possible. She has forms that she would like to pass out to chairs to be able to give to their sponsors to fill out to be sure we have everybody’s info and they get recognized. **Pat Bara made a motion to eliminate “exclusive” sponsorship – tabled.**

Discussion: Mike suggests being careful about removing “exclusive” because you may lose some sponsors. Darwin said to be sure if you are using a quantitative word that it fits how you are using it. Janice wants to be sure we are getting the sponsors we need and keep them happy. We want to be sure we are being honest with all of our sponsors and that they are all getting what they are being promised. Was suggested that everyone runs their sponsorship through the Exec Board to be sure that they are not over stepping each other. Perhaps we need to set a separate meeting to cover sponsorship for anyone who is concerned and would like to participate.

- c) Event Chairs

Janice: We have been offered a refrigerator/freezer truck for use in delivering ice and water during Aquafest next year, but we need someone to run it. We will need to be able to get ice & water up to high school and car show, etc. Discussion: Was suggested that a non-profit may want to do this as a fundraiser, or run it by volunteers and AF will profit from it. It was said that AF volunteers spend a lot of time delivering ice last year and it would be better to turn it over to an organization to run it. This would be a new service being offered to our vendors. Key club, a church and the Family Center were suggested. Will table until January and let everyone think about it.

- d) Need to sell Parade Costumes – Fire sale, going cheap

VII. Adjourned at 7:40 PM