

Kure Beach Street Festival Committee Meeting

3/12/2009

Attendance: Mayor Montgomery, Commissioner Lambeth, Town Administrator Michelle James, Fire Chief Harold Heglar, Public Works Director Sonny Beeker, Paula Withrow, Lore Eccleston, Debbie Price, Roxanne Hubbard, Jackie Wiebe, Sharon McGee, Bill McGee, Mary Vann, and Ken Withrow.

- **Festival Theme** to focus on free family fun in all promotional materials.
- **Fireworks** vendor wants 50% up front – we are in agreement. Fireworks will be the same as last year. Cost of \$4000.00. Start at 9:00 pm
- **Children's Inflatable 11:00 – 5:00.** Electricity availability “no problem” per Harold. It will be located on the northern end of park to promote foot traffic in that direction and so that noise won't interfere with music. Dean Lambeth's pool company is donating the inflatable rental. Roxanne Hubbard is in charge of volunteers to man the use of. Liability is covered by the Town the same as someone falling per Michele. Rental Company has 1 million in liability.
- **Food/beverage.** Michelle needs ABC license and insurance certificate. Lore will contact vendors. Vendors will be able to set up Friday night and should be assigned times to arrive on Sat. AM. They will be slotted in, as they arrive – no assigned spaces. Lore will cover this arrangement when we go to the health dept. to review. Police Dept. to provide transportation to and from Sandman.
- **T-shirts.** Should start selling ASAP at Town Hall. Ken to contact vendor to get started on printing. Committee and staff to be able to buy at cost.
- **Arts /Crafts** – all slots are full. Sonny and Debbie will continue to review Booth locations— park side or ocean side or combination. Parking stops will not be removed in either case. A 20-foot or so opening into the park area will be corded off to allow entrance to Inflatable, Storm Water Runoff, Recycling and Beach Access committee's booths. Police Dept to provide transportation to and from Sandman for vendors.
- **Children's area 11:00 –3:00.** Activities for 300 children are planned for approximately \$200.00. Ocean in a bottle, pencil worm, fossil dig, activity books, masks. Mary needs volunteers to man booth.
- **Music** – same set up as last year. Harold to provide sound system and music for non-band time. Police Dept will provide transportation of musical instruments.
- **Marshals** – Police Dept to provide this year. The committee is not soliciting any volunteers for traffic direction or transporting band equipment and vendors.
- **Signs** – Jackie gave us a list of signs needed. She will make up and get help to put them out.
- **Marketing** – Emphasize family fun – free. Bill has event on radio/TV and visitor web sites. We may want to look at ad cost in Star News (Bill?). Need to check if Gazette will insert flyers. Paula to finalize flyer this week. Roxanne will pass out at CB Elementary Book Fair. We will begin to take flyers to local businesses March 30th. Debbie to assign areas. We will pick up flyers from town hall.
- **Banners** – Dean will check for cost of 3 Banners to place at K Ave. and Ft Fisher Blvd. Can't hang across Ft Fisher unless we get DOT approval so instead Dean will put on small truck and park. (I think it was decided not to use banners provided by beer distributor??? – Paula ???). Michelle to get sign permit to place in Carolina Beach.

Next meeting April 9th – 2:00

Submitted by Debbie Price
Debbie and Ron Price