

SAS Meeting Notes

Meeting Date: May 1st, 2017

Attendees: Karen Joseph, Lois Grogan McClellan, Bev Williams, Bob Donnelly, Carol Grace, Mary Hughes, Mark Benton (Absent Marge Gresham, Jean Hutchison)

1. Finance Report- Karen
 - a. Current cash on hand \$18,000 plus
2. Vendors Update
 - a. Vendor Identification Handouts for SAS Festival -Karen provided sample of alphabetical list template that we could use for the handouts at the festival. Name and booth number. Consensus was that this format would work. # of copies TBD
 - b. Karen distributed a list of vendors not heard from yet, with SAS committee member assignments to contact them. A sample email was also provided. Karen will email the list and sample email to all committee members. Intent is to have committee members send mid-May and then again in July (with updated list)
 - c. Food Vendors – we only have a few vendors to date (Pelican Snowball, Sunset Slush). Additionally Mama Dukes (pizza) and Sal will not be participating this year. Marge to follow up and make phone calls to potential additional vendors including St Brendon's who currently is involved with their upcoming event on May 6th.
 - d. Beer Vendor –see below
 - e. Bounce House – Mary has been in touch with 5Star farms. They promised to provide info on the bounce house, other types of equipment we may want to consider and cost shortly. Also whether or not they will take a booth
3. Status of Sponsors
 - a. To date we have 8 sponsors. Bob D has been making contact with a number of new sponsors. Need to go back to all of our assigned sponsors and follow up. Hope is that we will have these by May, latest June. A number of sponsors have verbally pledged but we do not have their sponsorship forms (Blue Heron, Fred Yarborough, South State Bank, Island Breeze, Carolina Plantations Real Estate etc.)
 - i. Victoria Raggpage \$500 & Booth this year!!!
 - ii. Possible new sponsor list from email Mary sent on organizations who have liked our facebook page. Mary to send emails to them
 - iii. Recent Wine fest at the Museum on OIB. Bob Donnelly to check the list for potential sponsors for us as well.
 - iv. Discussion held on creating Signs for our sponsors similar to what SWF had. Consensus was that this would be a good idea. Just need to determine where to put them
4. Contact Electrician - Karen
5. Beer Vendor- Jean
 - a. Jean to follow up with the potential craft brewery- Check Six Brewery. Things to check out – what type of license do they have. A lengthy discussion was held on what the

requirements might be depending on their license. For instance the beer vendor at the SWF had a type of license that did not require interaction with the ABC board. Eg will we need to cordon off a consumption area, wrist bands etc. There was a brief discussion on a new craft beer place that is moving into Calabash (old sandwich shop). Would we want to contact them??? At this point, will leave with Jean to do the due diligence with Check Six Brewery. Need their application etc. Also need to know the type of vehicle they will bring and the size

6. Booth Assignment Signs and Posts-
 - a. Discussion held on use of the signs and posts for vendors, handicap parking, event parking signs- need for more signs. Printing by designs in Litter River does our printing for us.
 - b. Bob D. mentioned possible use of DECALS as giveaways for our sponsors versus **or in** addition to Certificates in Frames. Karen to check on cost. Lois raised a question as to whether we needed to give new frames to past sponsors.
7. Time to Order- order now
 - a. Jean - Garbage Cans & Porta Johns
 - b. Platinum Rentals – Lois
 - i. Discussion on finding out cost to put up and take down table and chairs. Lois to follow up on this
 - ii. Discussion on tent rental sizes. Lois to follow up
8. Photo Contest
 - a. News release- has been released to a number of newspapers sources, our website and facebook page. More to come in the Neighbor of Sunset Beach Magazine as well as Sandpiper Bay. Info also is on the Seatrail website with links to our website
 - b. Distribution of flyer- Karen had a number of flyers that we could post around town. Bob D has put some up already (post office, libraries in Calabash/Shalotte)
 - c. Karen to follow up with Mark H. to see if he is taking a booth this year. Committee members do not see any conflict with Mark doing this even though he is on the Judging Committee.
9. Facebook Update – Mary
 - a. Posts for Vendors, Sponsors, Photo Contest and the April News release on the Festival have been posted to Facebook as well as “BOOSTED” As of the meeting date we have had the following views – Sponsors – 313, Vendors – 374, Photo Contest – 383, New Release on Festival – 563.
 - b. Mary provided statistics on our “International Status” as well as info on organizations that have liked our page.
10. Tax ID # info from Jean
 - a. Discussion held on the update in Jean’s email. Bottom line is we need NC Tax ID #s from all craft and food vendors. Non-profits should provide if they do on-going fund raising, i.e., Old Bridge, Turtles. As long as we tell them to provide, SAS is not liable if they do not. We will provide cards with this info printed on it for each vendor to display on the

day of the festival at their booth. Of the 48 sponsors so far, all are confirmed to have Tax ID's but one. Jean is following up.

11. Entertainer's insurance policy & contract

- a. Contract has been sent to Paul Grimshaw. Mary to follow up for signed status. Subsequent to meeting Mary had a discussion with Paul. Needed one minor change to the contract. Karen followed up with Bonnie on this and received approval. Paul will make handwritten change on contract and send back.

12. Parking Volunteers – update – Mary, Marge

- a. Mary provided the update on the potential for the Interact group to assist. Similar to Marge's discussion with BCC, need to wait till August when school is back in session. Mary suggested possibly contacting the local AA folks out on Hwy 17. May have members that can assist as well
- b. Parking volunteers – ideally would like to have 2-3 volunteers staffing the three main entrances. Would be helpful to provide them with a list of duties, maybe bring them together in advance to review. Need to make up schedule/contact info with assigned area of duties)
- c. Need a few more handicap signs. Possible areas for parking- pavement area as well as grassy area near Mexican Restaurant

13. Advertising and rack cards

- a. Discussed cost effectiveness of placing Ad in the Beacon and Sun regarding the festival. Note: Did we decide not to place Ads?
- b. Rack cards to be distributed in early July.
- c. Place Ad in the Beacon regarding the festival?
- d. Rack cards – too early to distribute. Possibly July

14. Invite Police Chief Klamar to next meeting. Possibly Town of Sunset Beach has persons that get assigned to it for community service that can assist us on the day of the festival as well?

15. Date for Next Meeting

- a. Set for Monday, June 12th 1pm