

SUNSET AT SUNSET MINUTES

April 10, 2018

Members Present: Jan McComb, Lois McClellan, Karen Joseph, Carol Grace, Carol Malm, Bev Williams, Bob Donnelly and Marge Gresham. Bernice Wilkinson has resigned from the committee. Guests present: Melissa Warren and Charlie Nern (alternate Council Liaison)

Facebook: Melissa Warren presented her ideas for the use of Facebook to promote/advertise Sunset at Sunset.

1. promote vendors and sponsors, request volunteers
2. boosting on FB – target audiences. Melissa did indicate that boosting does carry a charge for doing so.
3. Set up a schedule for advertising. Suggest posting every other day. Every day as we get within 3 weeks of event.

Financial: The balance for the SAS Festival is \$18,787.42. Expenditures to be determined include: tents, stage, band/entertainment, FB boosting

Mapping: Re positioning Welcome Tent into Brown Area. Placement of tent on side with Fire Dept. would not impede any requests for Brown 1, 2, 3 etc. (side by parking area). Suggestion to move the Town and Police Tents to Brown area as well. Would open up areas for vendors to use water and electricity.

Vendors: Previous vendors who have made applications thus far have requested same space as in the past. 19 applications with the addition of 5 coming in today and 1 additional sponsor.

Brewery: Lois will be making contact with the Brewery in Wilmington for completion of their application.

Tent at Strawberry and Wine Festival: Bev will provide the tent/table and chairs. Members will rotate “manning” the booth. Hand out rack cards and provide applications, if necessary.

Food Vendors: The Wicked Good Pretzels has completed the application for the festival. Marge will be contacting several food trucks/vendors now that the application is online. A suggestion was made to attempt to have a coffee vendor in the early morning (time frame 7 AM to 11AM). Members will contact various coffee vendors in the area for possible participation.

Band/Entertainment: Paul Grimshaw Band will not be available as previously thought. Bev and Lois will contact an agent for suggestions.

Sponsors: Members will be canvassing the community for additional sponsors in the next weeks.

Other business: Karen will be making the application for Strawberry and Wine Festival. Karen will also contact the SB Market director for additional names for vendors.

Next Meeting: May 7, 2018 at 1 PM at Town Hall.