



March 10, 2010 Organizational Meeting

Meeting Minutes

Attendees:

Monica Hartman  
Mary Flynn  
Lin Deardorff  
Bonnie Deardorff  
Chris Johnson  
Holly Kreft  
Brandon Wallis  
Deb McMillan  
Dale Riley  
Monique LaCroix  
Derrick Smigiel  
Jim Crowley

- Introductions
- Organization
  - The following candidates were nominated for office (remainder of 2010) and accepted by those attending:
    - Jim Crowley, President (Laketown Technology)
    - Daley Riley, Vice President (Fresh Seasons)
    - Brandon Wallis, Treasurer and Secretary (School of the Wise)
    - Chris Johnson, Member at Large (Power of Life Chiropractic)
    - Deb McMillan, Member at Large (SW Metro Chamber of Commerce)
  - Motion to accept bylaws as previously submitted. Approved. Document will be posted to our web site
  - Membership dues – motion presented to set membership dues at \$75 per member-company. Approved. Checks for membership should be payable to Victoria Business Owners Association and mailed to 9265 Red Oak Drive, Victoria MN 55386. Information will be posted to the web site.
  - Action Item Review



- Graphics – updated graphics are being created by Jody Majeres, Majeres Design. Drafts will be ready for our next meeting (3/24).
- Auto/Motorcycle show – Jim is coming up blank on this, people are already committed. Holly Kreft offered to speak to Rich Gannon. Derrick Smigiel suggested that I contact Auto Motorplex in Chanhassen.
- Volksfest Planning
  - 2009 sponsor list was discussed. List to be e-mailed to group.
  - It was suggested that we align sponsorships with events. Mary/Dale/Chris to create this matrix and present at next meeting.
  - Permits – Mary has preliminary information needed for permits (Liquor, Street Closing, noise, and Gambling). Cost is \$50 each for liquor and street closing. No cost for preliminary filing of a gambling permit with City – secondary permit with State is \$50 should we decide to have a gambling event). Mary will complete the necessary paperwork, seek Jim/Brandon out for check/payment and submit.
  - Insurance – preliminary information was received from State Farm that insurance (\$1,000 deductible) will run between \$800, and \$1,000. Andrew Schultz has been asked to provide a formal quotation.
  - Mary presented a preliminary schedule of events (attached). Objective is to finalize this list at the next meeting.
  - Food vendor list from last year was received from the SW Metro Chamber. Mary will contact food vendors to have them save the date of our event.
  - Discussion related to booth payment/costs. Three categories were decided: Business, food vendor, Arts/crafts. Business (storefront and home) will be responsibility of SW Metro Chamber’s business expo. Food vendors and arts/crafts will be Victoria BOA’s responsibility.
  - Mary will bring a downtown map with measurements for booth space to the next meeting.
  - Discussion about having a band playing during the afternoon, and possibly some competitive event to keep people downtown. Derrick discussed the beanbag toss / double elimination tournament and will provide additional information on this – great idea.
  - Beer / Alcohol – we will have one main beer tent and one remote/satellite station. Derrick will run some numbers, but initially believes we will be better off using cans/bottles, rather than kegs – especially for the satellite station. Further, Derrick will provide some ideas for a soda/water vendor solution. All local bars, as well as the beer tent, will ID people and offer wrist bands to those of legal age. Tent sizing and costs were discussed. Brandon recommended that



there might be another vendor available to dramatically lower the cost and will forward the details to Mary. We will also offer Parley Lake wine by the glass at the beer tent and satellite station.

- Elite Waste Disposal will be managing the garbage collection – will discuss at future meetings exact needs here.
- Parley Lake Winery will have a wine tasting booth, preferably located across the street from School of the Wise on the Creamery building property.
- At the close of the meeting, Derrick offered that Miller Coors will donate \$5,000 to the Victoria BOA for Volksfest. The donation will be in the form of \$4,000 cash, and \$1,000 in materials (wrist bands, banners, cups, etc.).

### Planning Schedule

- March
  - Budget finalized
  - Food vendors contacted
  - City permits for noise, alcohol, Raffle, and street closure filed
  - March 22 (6:30 PM), preliminary presentation (informational/status) to City Council by Jim Crowley and Mary Flynn. Be prepared to discuss what we need from the city.
- April
  - Tent contract completed
  - Map finalized for booths: business expo, food vendors, and art show. Art show to be located along bike path – will need to speak to the park district for permission. Booth space will be increased this year with now-completed Quamoclit and the Gannon parking lot.
  - Begin sales of business spaces (Chamber of Commerce)
  - Begin sponsorship solicitation
- May/June/July
  - Finalize details
  - Final presentation to city
  - Meet with city planning for barricades, etc.
  - Lock-in volunteers for events

### Signage

- Sandwich boards
- Event signs
- Bandit signs
- Parking



- Shuttle
- Customer parking lot

#### Sponsorship opportunities

Band \$1,000

Family neighborhood tour

Karaoke

Motorcycle/auto show

Bed races

Minnesota Valley Community Band

Best of the best

Best of the Wurst

Advertising sponsors

Tent sponsors

Volunteer T-Shirts

Signage sponsor

Kids games

Medallion hunt

Face painting

Inflatable

Magician Matt Dunn

Beer Tent (Miller Coors has this sponsorship)

#### Advertising

Banners

Fence by Lions Park

Each end of City (3, east/west/south)

Side of Floyds (how about Fresh Seasons too...?)

#### Advertising Timelines

Chan Villager

- Article / lead-in July
- ¼ page thank you in September edition (\$300)

Ads in Victoria Gazette

- Generic flyer full page add (August edition \$300)
- Thank you have page – (September \$150)

