

# WFFF Minutes

*Sugar River Bank 6/6/2016*

Present: Ray Martin, Buzz Whalen, Cassandra Place, Ben Dobrowski, Ron Bryson, Bec Bryson, Kristen Riley, Keegan Mattice, Patrick McGowan, Sam Lick, Mike Marty, Ginger Marsh. Alison Kinsman, Carl Olson & another representative of Masonic Lodge, George Smith, Jennifer Paddock.

## Agenda

- Approval of Minutes from May 2<sup>nd</sup> meeting
- Location
- Ads for Brochure
- Update web site
- Crafters web update
- Music venue

**Next meeting:** Monday, July 11<sup>th</sup>, 7:00pm will be our next meeting.

**Minutes** from May 7th meeting were unanimously approved.

## Masonic Lodge use during festival

- Alison Kinsman (Order of the Eastern Star), Carl Olson (Master of Masonic Lodge), and another representative discussed ideas about opening the Masonic hall during Festival. They are a benevolent charity, with similar goals to ours. They want to open the hall doors toward Main Street, give tours, and likely have raffle baskets. The plan would be to split proceeds between the Masonic Lodge, Order of the Eastern Star and Festival organizations.
- Carl is also VP of the National Society for the Preservation of Covered Bridges, as well as a representative of Abbot Downing Society. Both of these groups would be interested in using space in front of the Masonic hall. Last year they were at Bookends. Abbot Downing Society is interested to display a recently acquired bunch of coaches, livery wagons, etc.
- They may want to march in the parade as well.

## Location

- Ray received approval at the end of May from Simonds School to use any paved area of the property.
- If we move up, we need a place for police officers to meet during festival. Should be as close to center as possible. Legion Hall is a possibility; it is empty other than the road race.
- Weaver Brothers and Town Road Crew are actively participating in making a better space in town to bring festival back up to Main Street. The Moores are donating the land for festival use. Town will donate all gravel and haul it. Plan is to deed land for use in perpetuity. We will need to use some of Festival rainy day fund to get over the initial expenses and make the move.
- Concerns about trucks and trailers getting between buildings, need to make sure this is possible. Worried about the turn off Main Street. Need to clear all parking on either side of the road in that area. Foothills area would need to be blocked off. Friday afternoon, Sat early morning, Sat night later.
- Need to move ahead on bringing power up, moving sound system and the blow horns. Ron.

## **Woodsmen's competition**

- George Smith has concerns that last few years were a lot of work; it's more of an expense now. Last year was the first year without Doug Newton, a tough year. Move up could be more positive. Not sure where we stand with the woodsman's event. Not going to ask someone to donate the lumber (Festival board can ask if we want to). Goss lumber understands the needs for the competition. The relationship and quality has been stable and it works out well every time, but there is a definite expense issue. Ideas for new helpers? Roy helps out regularly, another contact (Eddie) works for Stihl, helps out also. This is last stop on the circuit, kind of a reunion for some of the competitors. Other contests charge fees, but prizes can be up to \$1000 in some of those contests. Contestants at Festival pay \$25 to enter. Sometimes women or seniors events. 7 base events, but they vary depending on the contestant pool.

## **New volunteer**

- Jennifer Paddock would like to help volunteer with preparations where needed. Owns a craft business, new to Kearsarge area. Has skill with crafts, can help there or elsewhere as needed. Kristen added her to the contact list and sent phone and email to board members.

## **How do we expand income and get more up front cost coverage?**

- Some discussion around ideas for optimizing income, like sectioning off some events, having admission in certain areas. Some cautioned that fees have not been charged before and will create a different feel for Festival and possibly discourage people from spending in other areas. Donation tables or requests at festival could be a more open way of handling this. Ben does pass the hat during the non-festival events at the Park now. We could try something similar to this, or a donation table at each entrance.
- Need to send out the donation letter to the people in town. We used to have a bulk-mailing permit; we need to see if we still have it. Joan to investigate. May be under fee paid to Brayshaw for printing.
- We could put some sort of donation form on the web site as well.
- Investigate phone-forwarding options and whether it's more cost effective to have a virtual number forwarded rather than keeping up the current system. Ray and Joan to work out phone coverage.

## **Entertainment**

- Ben has the list for entertainment, can send to Bec when needed for the brochure.
- May need additional volunteers to channel people into the stage venue and encourage donations. Ben to talk with Beth about this.
- Plan snow fence the weekend of festival to help make the flow more strategic in the stage area.
- If an additional food vendor would fit into the upper park terrace area, it would be help to have food there during performances. Ben would coordinate with Katherine and Neal as needed to work out details. Perhaps hot dog vendor. Ron and Ben to follow up.

## **Accounting**

- Amber from Pleasant Lake would like to move on. John Whalen will contact her to pick up this work. Kristen gave the computer to Joan this week. Joan will have it serviced and then hand off to Buzz to give to John.

### **Other events**

- Oxen - Fryeburg Fair is the same weekend as Festival this year. The kids oxen event at Festival will not happen this year because almost all the usual kids will be at Fryeburg Fair. Bec will help Mike and Brian Patton connect to investigate an all day Saturday oxen event for adults.
- No "kids corner" this year per se. There will be a Fun Run and the event for kids after the run, and Children's Parade.
- Need to contact Sara Allen about prizes for the 5K Run. Joan sent a request for her to come to the next meeting.

### **Ads for brochure**

- Letters were sent out Feb 1st. Still only 11 returned with payment at this point, expecting 30-40 typically. Usually need brochure ready to go by June, but likely into July at this point. Kristen sent list from Chandra's computer to Bec and Ray, Beck will call Warner businesses.

### **Bylaw review**

- Joan will work with Kathy Carson and Rebecca Courser to review bylaws. Chandra has notes as well.

Ray made a motion to end the meeting. Ron second. All in favor. Meeting ended at 8:35pm.

Next board meeting is July 11<sup>th</sup> at 7pm at Sugar River Bank.