



**Festivals Advisory Board  
Meeting Minutes  
Monday, October 24, 2016 at 6:00 p.m.  
Keizer Civic Center**

**CALL TO ORDER** ~ Chair Marlene Parsons called the meeting to order at 6:04 p.m.

**Present:**

Sherrie Gottfried, Chair  
Marlene Parsons, Councilor  
Bruce Anderson, Councilor  
David Loudon, Parks Board  
Rob Miller, Chamber Representative  
Jeff Lewis, Citizen at Large

**Absent:**

Bob Shackelford

**Staff Attending:**

Debbie Lockhart, Deputy City Recorder

**APPROVAL OF MINUTES:** Marlene Parsons moved for approval of the July 2016 Minutes. Bruce Anderson seconded. Motion passed as follows: Parsons, Anderson, Loudon and Miller in favor with Lewis and Gottfried abstaining and Shackelford absent.

**APPEARANCE OF INTERESTED CITIZENS** - None

**NEW/OLD BUSINESS**

*Change of Meeting Dates – Monthly:* Marlene Parsons moved to change the Keizer Festivals Advisory Board meeting dates to monthly. Jeff Lewis seconded. Motion passed as follows: Parsons, Anderson, Loudon, Miller, Lewis and Gottfried in favor with Shackelford absent.

*Rose Parade Golf Cart Entry:* Board members discussed storage and partnering with other entities such as McNary Golf Course, McNary High School, or Keizer Chamber. They agreed that the cost might be prohibitive for the Rose Parade but that a golf cart float could be used in the two parades held in Keizer. Sherrie Gottfried volunteered to check with McNary Golf Course to see if they would be interested in partnering on this.

*2017 Total Eclipse:* Sherrie Gottfried announced that she has taken over the leadership role for the Parks Foundation and is working with Allen Barker to figure out how many camp sites can be established at Keizer Rapids Park. She is contacting the County and Oregon Parks and Recreation to find out ADA requirements. She is also hoping to have extra events at the amphitheater and on the river but is concerned whether everything can be put together in such a short period of time. She urged that it be kept simple since there is not enough time to plan many concurrent events.

*Establish K-FAB Mission Statement:* Board members agreed to review the purpose statement from the resolution and revamp it. Everyone's versions will then be discussed at the November meeting and a final statement developed. HOMEWORK: Review and revamp K-FAB purpose statement.

*Purpose: The Committee will serve in an advisory capacity to the City of Keizer to*

- *Research the feasibility for developing venues for events and festivals,*
- *Streamline policies and ordinances to allow a "one-stop shop" for all future event promoters,*
- *Identify and research options for development of a community calendar,*
- *Develop a marketing plan and strategy to enhance the use of Keizer-area facilities for events, festivals, conferences, and other travel/visitor services.*

*Travel Salem:* Chair Gottfried announced that Travel Salem does a good job of marketing Salem all over the country but Keizer does not utilize the services they offer. She explained that they give leads to Salem first because Salem gives them TOT funds, then leads go to Marion County. She suggested that brochures that have been developed for the event center be given to Travel Salem because there are none on display there now. She also suggested that a Welcome to Keizer advertisement be put in the magazine. HOMEWORK: Review the Travel Salem brochure and develop an advertisement that would list all the city has to offer.

*Keizer Chamber Magazine:* Bruce Anderson explained that this is a new endeavor. Rob Miller volunteered to find out more about it and report back at the next meeting.

*Set Goals for 2017:* To be discussed at January meeting

*Visit Neighborhood Associations:* To be discussed at January meeting

*Cost Estimate for Flyers/Banner (City Sponsored Events):* To be discussed at January meeting.

*Social Media:* To begin after goals are established and a mission statement developed.

*Communication Options to Keizer Citizens:* Board discussed the possible use of billboards and banners and partnering with the Chamber. Businesses could buy a banner to display for a month and the Board could manage it. Funds received could be used the market the city.

## **UPCOMING EVENTS ~ Holiday Event Planning Meeting**

**ADJOURNMENT:** Meeting adjourned at 6:57 p.m.

***Next Meeting: November 28, 2016***

*Minutes approved: 11-28-16*