



**Keizer Festivals & Events Services Team (K-FEST)
Meeting Minutes
Wednesday, August 15, 2012 at 6:00 p.m.
Keizer Civic Center**

CALL TO ORDER ~ Councilor Clark called the meeting to order at 6:05 p.m.

Attendance was taken as follows:

Present:

Shelly Campbell
Carol Doerfler
Jodi McBride
Stephan Wurzburg
Erin Ellis, Chamber Representative
Cathy Clark, Councilor
David McKane, Councilor

Absent:

Jason Bruster, Parks Board Representative
Sherrie Gottfried

Staff:

Debbie Lockhart, Deputy City Recorder

INTRODUCTIONS ~ Members introduced themselves.

ELECTION OF CHAIR AND VICE CHAIR ~ David McKane moved to elect Stephan Wurzburg as Chair and Cathy Clark as Vice Chair. Erin Ellis seconded. Motion passed as follows: Campbell, Clark, Doerfler, Ellis, McBride, McKane and Wurzburg in favor with Bruster and Gottfried absent.

APPEARANCE OF INTERESTED CITIZENS ~ None.

REVIEW OF EVENTS & FESTIVALS TASK FORCE RECOMMENDATION ~ Chair Wurzburg provided information regarding the Community Calendar noting that he would like to give a more thorough presentation at the next meeting. He added that there will be an ad in the Chamber newsletter regarding the calendar and a kiosk at the Civic Center. The kiosk will be called IRIS (Information Referral Internet Station).

Cathy Clark reviewed the Task Force recommendations and explained that the Team should make sure that Keizer is prepared for opportunities; identify amenities and make sure that the City is making the most of them. She suggested that a subgroup explore the possibilities of property owned by the City north of Volcano Stadium for an events and festivals site.

Discussion took place regarding tournaments and room nights at the Keizer Renaissance Inn. A suggestion was made that the Team work with Keizer Little League and Keizer Youth Sports to market the area and get people to stay overnight in town and that if alcohol was allowed at the Little League Park, adult tournaments would be more likely. Further discussion took place regarding other venues for tournaments

including Dayspring Church, the Civic Center and schools. It was proposed that other sports such as martial arts and dance/cheer competitions be solicited to hold their tournaments in Keizer.

Chair Wurzburg suggested that an emphasis be made on key areas where people can go for events and to connect with resources. A strong marketing knowledge would be helpful in bringing events into the area. He noted that the Chamber has a web page directory that could be shared with the City.

Cathy Clark announced that the Friday Market had been postponed. The Saturday Market people are reviewing options for possible implementation next summer. This group could help with that. The area between the gazebo and Public Works building is designed for the Keizer tent so if an event wanted to put up a tent, they could. David McKane suggested that entertainment be brought to the Keizer Civic Center Park as well as the Keizer Rotary Amphitheater at Keizer Rapids Park.

Members discussed removing the banners on River Road, scheduling smaller community events, other venues for the Iris Festival, outreach and marketing, First Fridays in Silverton, support from Keizer businesses, using a shuttle service for events and parking at Keizer Rapids Park. David McKane proposed having an all day music festival at Keizer Rapids Park and suggested that the Thursday night ride held during August from Salem Harley Davidson to the Hitching Post in Keizer be shown on the event calendar. Carol Doerfler suggested that a Halloween event be held for children and reviewed events and parades held in nearby cities.

DETERMINATIONS OF TASKS OF THE TEAM ~ Team members agreed that they needed to polish the events already in place and focus outside and inside the community on community events and large events. They agreed to focus on reviewing the Park Regulations so that they would enhance opportunities for events, meet with youth sports and exotic sports representatives for their input, and come up with a list of ideas for community events. Focus should be to consider "who needs what".

DETERMINATION OF FREQUENCY OF MEETINGS ~ Members agreed that the group should meet monthly for the first six months. Meetings for the remainder of 2012 will be: September 26, October 17, November 28 and December 19.

ADJOURNMENT ~ Meeting adjourned at 7:46 p.m.

Next Meeting: September 26, 2012

Minutes approved: 10-30-12