



GOOD VIBRATIONS TASK FORCE MINUTES

Thursday, August 5, 2010
Keizer Civic Center

Chair David McKane called the meeting to order at 5:05 p.m. In attendance were:

Present:

David McKane, City Council
Sherrie Gottfried, Renaissance Inn
Debbie McCune, Travel Salem
Dan Tacadena, Business Owner
Mike Kerr, Citizen
Dave Fifer, Citizen

Also Present:

Joel Stein, Keizer Fire District
Art Bobrowitz

Absent:

Greg Ego, Citizen
Lucas Clearwater, Business Owner
Dave Weaver, Citizen
Joe Egli, Keizer Chamber

Staff:

Kevin Watson, Assistant to the City
Manager
Bill Lawyer, Public Works Superintendent

Discussion

Chair McKane suggested that committee members participate in a brainstorm session to discuss what went on in Keizer during the Good Vibrations event. He distributed a letter from Mayor Christopher to the promoter officially welcoming the event back next year and reviewed sponsor participation in the Welcome to Keizer flyer.

He explained that proceeds from the flyer (\$1200) helped sponsor the breakfast on Saturday morning but the breakfast cost \$384 more than that. He encouraged donations to defray the deficit. Both Saturday and Sunday breakfasts were well attended. Saturday morning attendance was more than expected (269) so there was a food and coffee shortage. Sunday breakfast had lower attendance. There were 674 riders registered. Discussion took place regarding Chamber participation and whether serving breakfast took away from food service business in the community.

Committee members discussed and reviewed events and concerts that took place during the rally.

Suggested Improvements:

1. Music and other activities at both Saturday and Sunday breakfast events
2. Organized photography to document the event and take pictures of the bikes
3. Avoid duplication of events (such as concerts in two places and the same time)
4. Recommend representatives from Salem-Keizer attend rally in another city to see how communities put together their rallies.
5. Build on the parade event

6. Bring in well-known vendors and provide scenic location for 250-300 vendors
7. Pursue use of Volcano Stadium parking lot and stadium
8. Promote the benefits of the event to the city and city businesses
9. More advertising
10. Educate the merchants as soon as we know the event is scheduled for the area
11. Recognize groups that provide assistance
12. Contact other venues in the valley who might want to participate
13. Keep bike parking near the entertainment and vendors

Ms. Gottfried noted that Mr. Burke is planning the event next year for July 15 through July 17.

Adjourn: Meeting adjourned at 6:15 p.m.