



**Festivals Advisory Board  
Meeting Minutes  
Monday, July 27, 2015 at 6:00 p.m.  
Keizer Civic Center**

**CALL TO ORDER** ~ Chair Marlene Parsons called the meeting to order at 6:00 pm.

**Present:**

Sherrie Gottfried, Chair  
Marlene Parsons, Councilor  
Jeff Lewis  
Jerry Crane  
David Louden, Parks Board

**Absent:**

Shelly Paddock, Vice Chair  
Amy Ripp, Councilor

**Staff Attending:**

Debbie Lockhart, Deputy City Recorder

**APPROVAL OF MINUTES:** Marlene Parsons moved for approval of the April 2015 Minutes. David Louden seconded. Motion passed as follows: Gottfried, Louden, Crane, Quinn and Lewis in favor with Paddock and Ripp absent.

**APPEARANCE OF INTERESTED CITIZENS** - None

**NEW/OLD BUSINESS**

- **Business Signage** ~ Members discussed adding signage to bring drivers to River Road businesses. They were opposed to putting specific business names on the signage but preferred something generic such as "To River Road, shopping, gas, food, and lodging". The following locations were discussed: Cherry Avenue, Verda/Parkway intersection, and on Chemawa west of the railroad tracks after exiting I-5. Members also discussed the need for duplicate signage at the intersections of Verda/Parkway and Broadway/Parkway; there is only one sign directing drivers to Keizer on one side of the street in both intersections and there should be another for traffic coming from the other direction.

**UPCOMING EVENTS**

- Riverfair at Keizer Rapids Park
- Cruise In at Old Roth's parking lot
- Big Toy dedication
- Concerts in the Park
- Chamber Turkey Dash

**OTHER BUSINESS:** Marlene Parsons indicated that she would be attending a 'holiday meeting' which is held to coordinate dates and events with various groups during the holidays and she would share that information with the committee. She also reviewed budget amounts that have been set aside to help with marketing the Civic Center noting that the Transient Occupancy Taxes are being dedicated to the Civic Center operations as well.

**ADJOURNMENT:** Meeting adjourned at 6:10 p.m.

***Next Meeting: September 28, 2015***

*Minutes approved:* 9-28-15