

Events & Festivals Task Force

Date: June 24, 2011

Time Called to Order: 2:17 pm

Committee Member	Present	Absent		Present	Absent
Cathy Clark, Councilor (Chair)	x		Rob Miller, Chamber/Iris Festival		x
Mark Caillier, Councilor	x		Jerry Walker, Salem-Keizer Volcanoes		x
David McKane, Councilor	x		Staff:		
Christine Dieker, Keizer Chamber	x		Kevin Watson, Assistant to the City Manager	x	
Ron Freeman, RIVERfair Representative		x	Elizabeth Sagmiller, Environmental Program Coordinator		x
Sherrie Gottfried, Keizer Renaissance Inn	x		Debbie Lockhart, Deputy City Recorder	x	

Agenda Item

Approval of Minutes: April 15, 2011 & June 10, 2011

OLD/NEW BUSINESS: REVIEW AND FINALIZE RECOMMENDATION TO COUNCIL

Name of Committee: K-FEST (Keizer Festivals & Events Services Team)

(Objective numbers are not priority numbers)

Objective #1 – Change to: Feasibility for developing venues for events and festivals.

- Keep it simple
- Green space has value
- Surrounding properties may have potential for bringing pieces into event area – K-FEST task
- Power plant could be eyesore - landscaping should be required in the building permit
- Bio swales will be included for stormwater
- Be vocal about use of the 5 acres. Power plant/overpass may never happen.
- What do we need to do to make improvements or get rid of a problem?

Objective #2 – Changes to Policies and Ordinances

- Streamline permitting with special event/permit package
- If Keizer is going to promote itself to bring in business, it needs funding to do so.
- K-FEST could recommend Council change the distribution of the TOT funds.

Objective #3 – Electronic Community Calendar

- Recommendations generic so that K-FEST can review and make recommendation
- Important that businesses know about all events coming to town.
- Last line changed to: “The Task Force recommends that the City develop and/or contract for a public community calendar using the guidelines described above.”
- Chamber master calendar is \$89 per month
- Websites across the country use this same format

Objective #4 – Marketing Plan and Strategy

- This is where budget line item will be important
- Invite groups in to see if they are willing to participate and to share what they are willing to bring to the table and their expectations – Do they want to be involved?
- Work with venues to bring into the network
 - o How involved do they want to be?
 - o Do they want to receive referrals?
- Create venues matrix

Objective #5 – K-FEST: Keizer Events & Festivals Service Team

- Develop a true picture of economic impact and judge each event for itself.
- Identify what we expect our events to bring in. Is there potential income for the City?
- Consider inviting Neighborhood Associations and ad hoc members because they will be affected
- Invite K-23 for media outreach
- Membership – may have dual affiliations – important to have breadth of interests
 - o 1 Chamber representative
 - o 1 Sports/recreation representative
 - o 2 Hospitality/tourism/event professionals
 - o 1 Parks Board representative
 - o 2 Members-at-large
 - o 2 Councilors
- Objective is to enhance economy through tourism.
- Pursue both internal and external tourism – local/regional
- Emails should go out to Elks, Neighborhood Associations, etc. not just K-FEST
- Develop a program for requesting tourism dollars
- Duty of K-FEST to listen to requests and recommend to Council
 - o Should have a small amount of money for discretionary grants
 - o Should develop criteria for grant award
- Perhaps have budget based on TOT dollars
- For K-FEST to succeed it must have resources and a viable plan to promote Keizer
- Bullet 6 in Scope to read: Advise Council on opportunities for specific events as well as make recommendations for funding.

Recommendation:

Mark Caillier moved to accept and forward to Council the recommendations of the Events and Festivals Task Force as amended. Sherrie Gottfried seconded. Motion passed as follows: Clark, Caillier, Gottfried, Deiker and McKane in favor, Freeman, Miller and Walker absent.

Adjourn: 3:41 p.m.