

Events & Festivals Task Force

Date:	June 9, 2011	Time Called to Order:		12:10 pm
Committee Member	Present	Absent	Present	Absent
Cathy Clark, Counselor (Chair)	x			x
Mark Caillier, Counselor	x			x
David McKane, Counselor	x			
Christine Dieker, Keizer Chamber	x			
Ron Freeman, RIVERfair Representative		x		x
Sherrie Gottfried, Keizer Renaissance Inn	x			x

Rob Miller, Chamber/Iris Festival
 Jerry Walker, Salem-Keizer Volcanoes
Staff:
 Kevin Watson, Assistant to the City Manager
 Elizabeth Sagniller, Environmental Program Coordinator
 Tracy Davis, City Recorder

Agenda Item

OLD/NEW BUSINESS: REVIEW AND FINALIZE OBJECTIVES

Draft Recommendations

- Introduction
 - Background
 - Summary of subjects and sites addressed
 - Policy
 - Community Calendar
 - Marketing Plan and strategy
- Two Appendices
 - How to develop area north of Volcano Stadium
 - Ideas for Local and Regional Assts
 - Map/drawing of 5-Acre site development

Marketing Plan and Strategy

- Fire District supportive
- Need easy way for people to access event application and rules
- Connect events on community calendar to marketing links with the Chamber
- What does an event manager need to know when they want to do an event in Keizer?
 - List needs: catering, vendors, sizes and capacities
 - Locations with links for amenities
 - Venue Categories vs. Generic Venues
 - Details to be worked out by Advisory Committee
 - Current information is high priority

- Recruit events to come to Keizer
- Promote Keizer assets
- Commitments from the community
- Target assets for enhancement
- State assistance to organizations
- Expand offerings
- Coordinate with current events and expand areas for improvement
- Keep business community informed so they have a wider opportunity to connect
- Promote unique events
 - Culture
 - History
 - Antique Powerland
 - Historic River
 - Agricultural connection
 - Irises
 - Festival of Lights
 - Hop Festival partnership
 - Marigold

Recommendation: Identify local assets, potential in the area and pending events; recommend starting with what we already have and working with existing organizations to grow towards potential.

Events & Festivals Advisory Committee

- Would like catchy name for the group
- Community calendar should be expanded to include electronic communications

Recommendation

- Members urged to review, check for clarity, scope, omissions.
- Complete review and provide input by June 20.
- Submission to Council on July 11

NEXT MEETING – June 24 @ 2:00 pm

Minutes Approved: 6-24-11

Adjourn: 1:11 p.m.