Cedar River Festival Group Meeting Minutes from January 25, 2010
Cedar Falls Public Library - Cedar Falls, Iowa, 6:30pm

Next Meeting: Monday, February 22nd, 2010 6:30pm- 8pm. Cedar Falls Public Library, Cedar Falls, Iowa

Attendance: Rebecca Kauten, Kathleen Scholl, Molly Miller, Kristie Swatosh, Sheila Ambrose and Kimberly Nicholson.

FUTURE MEETINGS:

~~Monday, February 8th 6:30 – 8:00 library – conference room~~ NO MEETING.
Monday, February 22nd (Art auction loose ends & finalize agenda for the strategic planning meeting) 6:30 – 8:30 CF Public Library.
Sunday, February 28th 1:30 – 4:30 CF library–meeting room– Strategic Planning Meeting

Agenda:

Introductions
Rebecca - update
Information sheet that tells dates/email/website
Create descriptions for our links on our website. (put the year CRF was created on our website?)
-cedarvalleytourism.org
Budget
Kathy - update
Plan Winter Festival/Fundraiser
-is kayak ordered? Raffle tickets printed? Flyers created? Confirmed bands?
Advertising (Pulse, Courier, Times, CF website, Spocoli's website)
Art Fundraiser/ Kristie - update
Sponsors – getting them
Possible canoe routes for CRF clean up- vote on the route from Gateway Park to Exchange Park. Reserve shelter at Exchange Park?

Agenda approved.

Committee Reports:

*Rebecca – update:

No update on the Anheuser Busch grant yet.
Will get kayak on Wednesday and take to Spocoli's to hang. She will also take Cody raffle tickets at Spocoli's for early selling and ask him to list our event on his website.
Rebecca will drop off raffle tickets at Molly's on Wednesday. The raffle tickets will be outside of Molly's apartment door in an envelope. Take a description sheet and the number of raffle tickets you can sell. Bring remaining tickets and money to the event with you on Friday, February 12th early in the

evening.

*Information sheet:

Molly created an information sheet that lists the dates, times and various events that CRFG has planned for this year. This list also includes website information, email address, and mailing address. This is to clarify any dates and CRFG information before printing or publicizing – consistency and less printing errors.

*Create descriptions:

Molly will send flyer (and list of bands that are playing) and art fundraiser flyer to John to update our website with.
John to create a clean link to Facebook from our website.

Hyperlink from website to the companies on the the 2010 CR clean up fundraiser flyer. -Crawdaddy's, Spocoli's, and KCRR-

We need some old/former photos and video for our site as well. Ask around from others if they have any photos or videos that they would like to submit to our website.

*T-shirts:

T-shirts are in. 100 T-shirts ordered this round.

*Budget:

$330 in account.
$446.19 for kayak
$900.00 for 100 shirts
Kristie budget around $250.00 – Rebecca will double check that amount.

*Winter Fundraiser:

$1,600 raised last year at this event
Cost to put event on was $ 350

7pm February 12th. Spocoli's
Drawing at 11:00

7:00- 8:00 – Ramblers
8:00- 9:30 – Raldo
9:30-11:00 – Mehfunk
--Drawing at 11:00--
11:00-1:00 Soul Fusion

All bands confirmed! Molly & Emilie will communicate with the bands closer to the date to verify when they play & for how long.

This year we are raffling off an Old Town Voyager Kayak in Cloud Blue. It is an 11 foot long single person unit, complete with personal flotation device (PFD) and paddle. Retail value of this package is ~$725.

Details on the boat can be found at:
http://www.oldtowncanoe.com/kayaks/recreation/voyager.html

4:30 Rebecca, Kathy, Molly to set up.
Kathy will take home money at 11pm and t-shirt sales will stop then.

Kristie and Rebecca to announce in between bands about shirt sales, kayak, and events.

Volunteers to sell shirts at the table, walking around selling tickets/telling about t-shirts.
Jan Nelson, Emilie Taiber and Alex Followill have offered to assist in sales. Others will join in – as long as there is one board member present until the sales stop.

One member on the board must stay at the table at all times. Have another board member relive you if you need to take a quick break.

For board members: Every board member has to sell 10 or buy 10 raffle tickets.

Molly will make map to display on the table the proposed upcoming route.

Kristie to print up poster to hang on the kayak.- she will do this Friday and take to Spocoli's.

Price List – Kristie will print & laminate a few price lists to post when we are selling.

$ 15 t-shirts
$ 20 long sleeve
$ 10 old shirts
$ 8.00 bandanas
$ 3.00 stickers 2 for $5.00 4 for $10.00

(t-shirts for board members are $10 short sleeve and $15 long sleeve)

Kristie will print up posters to hang up at various places in CF.
Need help to hang up posters.

Kristie to look at advertising for this event and our Art Auction. (Pulse, Courier, Times, CF website, cedarvalleytourism.org)

Audrey.Steffen@cedarfalls.com – for Currents
cedarvalleytourism.org
Waterloo needs to be contacted as well.

Upcoming dates about CRFG dates. – Kristie to print. This will be good to

have at the table at Spocoli's.

Emilie will bring 2 tables. Have table there by no later than 4:00 Friday.
Or bring them the night before.

Emile to email from our email list that was created last year about our Winter event and the Art Auction coming up. The clean up date could also be included.

Rebecca to bring 2 pickle jars, clothes line and clothes pins, raffle tickets.

Kathy – money bag and t-shirts, pins, pens, marker, tape, and note cards.

Art Fundraiser:

March 2nd – April 10. Cup of Joe. Art displayed during this time frame; with a reception on April 10th from 7pm – 9pm. Musicians will play 20 minutes sets.

$ 1,800 raised last year at this event
Cost to put it on $ 200

Music:

Rush
Turner
Amy with John Chamberlin– confirmed?
Uncle Chuck

We need to have someone bring a PA and mic for the evening.

KCRR will plug this event.

Kristie to type up a description of the Art Fundraiser and mail to Molly.

Molly and Kristie will get together to find an order to hang the art in along with other loose ends that need to be tied up for this. (description sheets printed, minimum bids and 'buy it now' bid prices figured out if artist did not include.)

Artists:

9 artists are on board so far. Need more artists.
Space for 18 – 20 pieces.

How others can help…spread the word that we need artists for this show!

Need more artists for this event. Please spread word around. Contact Kristie at: 319-242-1721 or kristieswatosh@hotmail.com

*Kristie update

T-shirts sales at the Hub – Feb. 5th from 6-9. The new 2010 shirts and stickers.

Bob Dorr & the Blue Band.

If anyone could join Kristie and assist with this that would be great. You will still have to pay the $5.00 cover to get in.

Kathy will put together two tubs of shirts, bandannas and stickers that Kristie can pick next week.

Kristie will look into the purchase of an EZ up.

*Sponsors: getting them

APO chapters – their purpose is to do community work. Kimberly will look into this.

Solicit sponsors for helping fund our organization for donation. We will provide them with the proper information that they need to ask around for donations made to our organization. Kim is looking into to this.

Also groups to join in our clean up as well.

*2010 Possible Clean Up Route:

Gateway to Exchange. John and Susie will provide other details if needed. We need to further look into this and plan/reserve shelters at Exchange Park, etc.

Things to consider:

How long is the route? miles? 6ish miles?
Locate put in and take out access – yes
Enough room for dumpsters? YES
Enough room for a bus, group of cars? YES
Is there a mid-way point (doesn't have to be); Yes – George Wyth – possible Land Crew spot (break spot too?)
Obstructions?
What is the flood stage level?
Who owns the areas? (city, state, county?) CITY, (mid-way stop is State)
What shelters exist?
Roller dams or low head dams. Dams, parking, access (before exchange park?) No, Exchange Park is well above the dam.

--take a drive by Exchange Park and see what the shelter, water and other areas look like--

Rebecca will reserve shelter at Exchange Park. We can always switch location of park/shelter at a later date if need be.

*Sheila:

Made a general brochure. She will pass around again and get together with Kristie for printing at a later date.

Old Business:

**** CR Festival has been moved to the Last weekend of July clean up. ****

*Marcy to gather photos and any video that may be out there that we can use for our website.
*Also to find out any past routes that we can later map out. Molly can get together as well and help her out with this if needed. Molly will later map the route.

Music from Raldo, Uncle Chuck to be sent to Brian Emerson-river group.

*Marcy can you check with them for songs pertaining to the River. The song can be in any format. (CD, mp3, etc.) Molly will send out to them once received.

Please submit Agenda items to Molly.

Next meeting will be February 22nd 6:30 pm- 8:30 pm at Cedar Falls Library.

Agenda:

Budget -money brought in from the fundraiser.
Art Fundraiser/ Kristie – update
-Advertising (Pulse, Courier, Times, CF website, Spocoli's website)
Agenda items for the Strategic Planning Meeting
Possible canoe route – update, what was the feedback from the Winter Fundraiser Event.

Respectfully submitted by Molly Miller