



## FESTIVAL COMMITTEE MINUTES

Wednesday, January 12 2:00-3:00 pm

The January 12<sup>th</sup> meeting of the Festival Committee was called to order at 2:04pm.

### **1. Roll Call**

Members present: Lindsey Graskey, Nikky Farmakes, Lindsey Jacobson, Craig Sutherland, and Carolyn Nelson-Kavajecz (joined at 2:36pm)

Others Present: Linda Cadotte, Nick Raverty

### **2. Approve November 17 meeting minutes**

Motion by Nikky Farmakes, seconded by Lindsey Jacobson, and approved unanimously.

### **3. Overview of Festival Committee changes/updates**

#### **- Scope**

#### **-Budget**

#### **-Composition**

Nick shared a brief update following the approval of the Festival Committee as a special committee by City Council. The scope as laid out by Mayor Paine's statement in a memo to the Finance Committee as "The Purpose of this committee will be to distribute designated funds to community festivals and events in and around Superior. ...Sponsored events should be recreational in nature but may emphasize health, community spirit, history, culture, or holidays. The committee may only award grants to events that are open to the public." The Festival Committee has an annual budget of \$62,100 for the year 2021. \$59,100 from the Hotel/Motel Tax Fund and \$3,000 from the general fund. Some funds are already earmarked, including \$40,000 for the Lake Superior Ice Festival and \$13,500 for the fireworks contract. With these considerations, the committee will have \$8,600 to disperse through their own established sponsorship process. This is a process that will be presented, modified, and approved at future meetings. The committee is also allowed to have up to 7 members, of which 5 seats are appointed. Committee members were asked to think if there are any gaps in composition that may need to be filled.

Lindsey Jacobson inquired if "in and around" Superior needed to be defined based on the scope set by Mayor Paine. Linda Cadotte shared events are typically held on public property. The question was raised as to which hotels/motels pay taxes into this fund. Only hotels and motels within the City of Superior pay into the fund.

There was discussion on potentially adding a representative from the hotel/motel industry to help diversify composition, as well as adding a representative from the major industry or the education industry.

Ensure we maintain the work the committee has done already – focusing on operational costs (barricades, garbage cans, etc.).

#### **4. Lake Superior Ice Festival Update**

Partnerships going extremely well. Expanding partnership with WDIO – now covering live carvings. 58,000 hits on the website in the last week alone. Gaining a lot of traction on social media. 1,000 masks were ordered and will be distributed at the event. Marketing going well overall.

Not many food and beverage specials to date, but hoping to have more come in before the event. Lodging specials are coming in, and will check with more retail.

Less kids event this year, but an increase in other events. Down in sponsorships for ice carvings this year, but the city will cover the costs and place them around the city at city-owned locations. Everything is coming together well.

#### **5. Any other business**

#### **6. Set next meeting**

Nick will reach out to committee members to set a standard meeting date and time for this committee moving forward, and will get these agendas and minutes uploaded to the city website as well.

#### **7. Adjourn**

The meeting was adjourned at 2:54pm.