

MAYOR'S COMMITTEE | MINUTES

Meeting date | time 3/15/2017 12:00 PM | Meeting location City Hall

Meeting called by Sindi Crosland (Chair)

Note taker JoAnn Brooks

Next meeting: April 19, 2017 12:00 PM

Location: BPAC Lobby

Present: Sindi, Mayor Loomis, Lisa, Becca, Dave, Otter, Lynette, Miriam, and JoAnn.

AGENDA TOPICS

1. New Business

A. No new business at this time

2. Fort Hall's Resource Fair

A. A Success!

- Charged \$100 per vendor and most have committed to next year's event
- Lynn, at Sage Trucking, helped with advertising (TV commercial)

B. Ideas to borrow:

- How the tables were set up for the vendors (tent cards)
- KZBQ broadcasting live: 11:00 – 1:00 = \$475
- Ask Lynn, at Sage Trucking, to help with advertising
- Use social media to advertise: Facebook
 - Ask each committee member to share/advertise on their personal FB pages
 - Ask participation vendors to post on their FB pages

3. Resource Fair

A. Vendor Committee

- We have 70 vendors on our list
 - Finalizing last few vendor emails; Becca will keep a master list
- 12 vendors have already confirmed, via the "Save the Date" invitation
- Follow-up calls to vendors that we have not heard from
 - Calls will be split up between vendor committee members
- Otter will check on other vendors, from Fort Hall, that would benefit us.

B. Food Committee

- Plans are going good. One of the high school clubs is going to have a food stand.
- Miriam is going to follow up with the high school club.

C. Logistics Committee

- If we need more tables, we should get them from the district so that we don't have to worry about returning tables to different organizations, and possibly mixing them up.
- Dave is making a map of where tables will go and where vendors will be placed.
- We need to find out, ahead of time, if any vendors have a large floor display.
- We are still evaluating how to solve the flow of registration and the actual fair.
 - Our next meeting will be at the BPAC Lobby to help us visualize the space we have to work with.

D. Marketing and Invitations Committee

- "Save the Date" went out.
- Flyer is done and Lisa will email a copy of it to all committee members.
- When we get closer to the date, we will send another email.
- **We need to get the marquees reserved now.**
- Dawn Enterprises will supply bags for those that attend the fair.
- Sindi will check to see if some of the media cost can be run through her program, as well ask Lynn (from Sage Trucking) if he is willing to help us.
- Lynette will make sure that Stoddard knows that their students know that the vehicles will be the parking lot again.
- Mayor Loomis will reach out to the other county mayors and let them know of the event.
- Invite the Blackfoot Distinguished Young Woman and the Miss Indian B.H.S. to event, to help draw people in.

E. Registration Committee

- We would like to have Vendors and Participants register in different areas.
- Lynette will order 500 wristbands.
 - Colors will match flyers (light blue and dark blue)
- If we decide to use balloons, contact Lisa. (She has a large supply of them)
- Sindi will order stick-on name tags for vendors
- We are definitely doing vendor evaluations; we are still debating participant evaluations.
 - For participant evaluations, we are leaning toward having a few staff/volunteers walk around the fair asking participants their opinions.
- We have decided not to pursue participant punch cards, passports, or door prize incentives.

3. 2017 Committees and Assignments

A. Vendors

- Becca
- Dave
- Otter
- Susan

B. Logistics

- Lynette
- Becca
- Dave

C. Registration

- Lisa
- Shawn
- Mike
- Sindi
- JoAnn

D. Marketing and Invitations

- Lisa
- Mike
- Sindi
- Susan

E. Food

- Dave