

2017 Colorado's Annual Lavender Festival
Committee meeting
Jan 12, 2017

Meeting called to action at 6:11pm by Paula Rohr Festival Director

Thank you to Ed Bozarth Chevrolet and Buick for the meeting room

Present:

Paula Rohr – Festival Director
Susan Smith
Diana & Sam Wegh
Robbie Urquhart
Susan Metzger
Lisa Prioetti
Paola Legarre
Kristin Nielsen

1. Introduction of persons present
2. Review WCHS trade show from Board meeting
 - a. Need volunteers to help
 - b. Great place to meet potential new vendors
3. Save the Date rack cards
 - a. Change format when more info is established
4. Review status of sponsorships
 - a. Contact past year sponsors
 - i. AARP
 - ii. StarTek
 - b. Sanitation company providing more this year
 - i. Changing location of port-a-potty's
 - c. Daily Sentinel and Nickel – no longer have no competition clause
 - i. Able to place ads in both this year
 - d. Working with various businesses for small sponsorships
5. Potential meal/dinner for Saturday night
 - a. Need to have sponsor
 - b. Venue & catering that can take care of various needs
 - i. Liquor license
 - ii. Wait staff/ volunteers
 - c. Entertainment options
 - d. "Lavender Under the Stars"
 - i. Thank you Diana for such a great theme!
6. Discuss various media outlets to get word out about event across the state
 - a. Meeting with Daily Sentinel & The Beacon
7. Bus tours – Committee Chair Freda
 - a. Not present due to illness
 - b. How many tours

- i. Full day/ half day
 - c. Type of tours
 - i. Culinary?
 - ii. Tea Party?
 - iii. Garden?
 - d. How long to spend at each location
 - e. 2016 Half day culinary tour very successful
- 8. Sunday self-guided tour
 - a. Potential small charge to have farms featured on map?
- 9. Seminar's – Susan Smith
 - a. Morning / afternoon classes
 - b. Roughly 1.5 hours long
 - c. Wreath making possibly inside community center downstairs
 - d. Back to basics of lavender
 - i. Lavender 101 in the morning
 - ii. Lavender102 and marketing in afternoon
 - iii. Lavender spa
 - iv. Looking for speakers to present
 - 1. Anyone wishing to help, contact Susan Smith
- 10. Vendor's – Diana & Sam Wegh
 - a. Application to be sent out start of February
 - i. Posted on website
 - ii. Announced on Facebook
 - iii. Emailed to past vendors
 - iv. Retail vendors pricing the same
 - v. Food vendors who need more than 10x10 space – possible increase due to space
 - vi. Relocate food trucks
 - 1. Keep parking lot for handicap parking
- 11. Entertainment – Kristin
 - a. Great feedback from 2016's band We Speak Imaginese
 - i. Great support on bringing back for 2017
 - b. Potential Saturday night band
 - i. Different than band from Saturday's festival in park
 - ii. Local artists from the Grand Valley
 - c. Any ideas or suggestions please send to Kristin
- 12. Art contest – Susan Metzger
 - a. Susan will organize annual poster art contest
- 13. Meeting adjourns at 6:41 by Paula Rohr – festival Director