

Minutes for the 2019 Festival Committee Meeting – March 7, 2019

Those attending were Juliann Adams, Barbara Albers, Melissa Boyles, Bob Korver, Paola Legarre, Kristin Nielsen, Lee Ann Nielsen (via internet), Lisa Proietti, Susan Smith, Curtis Swift and Becky Zook.

Festival Director Juliann Adams called the meeting to order at 5:30 p.m.

A vendor selection committee was chosen and includes Juliann Adams, Barbara Albers, Becky Zook, Lisa Proietti and Melissa Nielsen. So far they have about 5 new vendors to consider. The group will meet after the early bird deadline of March 31 to consider all new candidates to that point. Any new vendor candidates after March 31 will be considered as the applications come in.

Next up for discussion was the "alcohol tent." Possible vendors include Grande River Winery, Talon Wines, Highlands Distillery and Red Fox Cellars. Paperwork from all the possible vendors needs to be turned in to finalize the participants.

Marketing was the next agenda item. Visit Grand Junction has changed its procedures and policies in regards to advertising grants. Rather than giving out money to organizations to pay for promotional advertising, Visit GJ will now do the ad purchasing. Juliann noted that this could be a good thing as Visit GJ may be able to get better rates overall due to its volume of purchases. Juliann has filled out the necessary paperwork to be involved in Visit GJ's efforts and will work with them to have our festival included in as much promotional activity as possible.

We'll probably trade a sponsorship for digital advertising and will probably go with a \$450 ad in **Colorado Life Magazine** to get as much out-of-area exposure as we can.

In regards to sponsorships, Juliann is still contacting businesses but the responses have been slow in coming in. She is hopeful that Alpine bank will go with a smaller sponsorship and has had contacts with Timberline Bank. She is also in talks with Maria Johnson of Grand West Kia. She will contact local nurseries and farm related businesses soon.

Juliann has gotten bids from Wine Country Inn and 13 Brix to be hosts for the dinner. Wine Country Inn can't do Saturday, June 29, as it is hosting a wedding that night. 13 Brix could do either night. Both businesses submitted doable bids and potential menus. It was decided that we would like to keep the dinner on Saturday. We will limit the tickets available to 80 to make the event more intimate. Juliann, Susan, Lida Lafferty, Paola, Barbara, and Becky will go to lunch on a Saturday to taste the food at 13 Brix and to talk to the chef about possible adjustments to the proposed menu. To enhance the ambience of the evening, LAC may provide table center pieces.

13 Brix will close to the public so that their staff can focus on our guests for the evening. In promotion of the event and on tickets, we will note that the dinner will be an adults (21 and older) only event since alcohol will be served with the meal. Lavender will be used in most, if not all, courses of the meal.

Next, corrections were made to the form for farms and businesses to submit if they want to be listed on the Sunday Self-Guided Tour. Kristin will send the form out to all LAC members as soon as she gets the corrected version. Applications to be on the tour need to be turned in by April 30. Paola will send out a follow up letter to the interested farms and businesses with additional information.

The Friday Bus Tours will feature a two-prong approach. There will be a tour in the North Fork area and one in the Grand Valley for folks to choose from. In keeping with the overall theme of the festival of "Colorado Lavender Blooming Statewide," each tour will try to feature a relatively new grower and experienced growers.

In the North Fork, Laurie Connor and James and Carol Schott have volunteered to be two stops on the tour. Paola will check with some of her contacts in that area to see if she can find a newer grower interested in being involved in the tour.

In the Grand Valley, we'll try to get as many farms as we can that weren't on the tour last year. Curtis has volunteered to be one stop. Other suggested potential stops could be Ronda Hummel, Ron Rish, Marla Hanna and Bob. Bob will generate a list of other potential stops from the membership list that he has and get that to Paola. An e-mail will be sent out to the membership to see if there are volunteers who are interested in being on the tour.

We'll keep the bus tours at \$90. Juliann will check with companies to get the cost of providing a catered lunch and will check to see if Red Fox Cellars would want to be the site of the lunch for the Grand Valley tour. Juliann will also check with Prestige Limousines for costs of the buses and bring that information to the next meeting. If we have the lunches at a winery, we will need to include the cost of tastings in our overall budget for the event. It was also suggested that we provide bus tour participants with a "goody bag" that could include a bottle of water, a map of the tour and other materials. We will have an early bird price to stimulate ticket sales. The amount of the discount will be dependent on all the costs.

It was noted that a thank you to farms on the tours should be included in the festival program and on signage at the LAC booth.

Bob, Paola and Juliann will meet before the next meeting to try to finalize stops on the tour.

Susan Smith will lead the efforts on the educational seminars. Seminar topics will be 1) companion plantings with lavender [Paola presenter], 2) Bees and Blossoms [hopefully someone from the beekeepers association], 3) Lavender 101 [possibly Curtis as presenter], 4) Reflexology [Susan Smith presenter] and 5) Essential Oils [contact Cindy Jones for ideas on someone who could speak to the proper uses of essential oils including with children and pets and the dangers of improper use of oils].

Susan Metzger has volunteered to train someone to teach the wreath-making workshop. Need to find a volunteer(s) to be trained and to teach the wreath-making workshop.

Some time was spent in discussion for the need to do a better job on proofing the program and other materials produced for the program. It isn't fair to just rely on the festival director to do this task. Barbara volunteered to help with this task and other committee members will be called upon to help.

The next meeting will be at 5:30 pm on March 28 at the Palisade Chamber of Commerce offices. Agenda items will be finalizing the dinner, educational seminars and bus tours. Other potential items are LAC festival products (if any) and Art in the Fields (idea from Bob). Let Juliann know if there should be other items on the agenda.

The meeting was adjourned at 7:35 p.m.