



**CITY OF HENDERSONVILLE  
DOWNTOWN EVENTS TEAM**

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC  
28792



Thursday, April 06, 2023 – 9:00 AM

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## **AGENDA**

**1. CALL TO ORDER**

**2. APPROVAL OF MINUTES**

A. March 2023 Downtown Events Team Minutes

**3. NEW BUSINESS**

A. Rhythm & Brews 2023

> Layout Update

> General Updates

B. Garden Jubilee 2023

> General Updates

> Sponsor Update

> Revised Load In/Out Procedures

C. Hendersonville Farmers Market 2023

> General Updates

D. Bearfootin' Bears 2023

> General Updates

> Subcommittee for review of Bearfootin' program

**4. ADJOURNMENT**

*The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.*



# CITY OF HENDERSONVILLE DOWNTOWN EVENTS TEAM



Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC  
28792

Thursday, March 02, 2023 – 9:00 AM

Jack M., Joe V., Bryan B., Walt S., Stacy F., Michele S.

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## Minutes

### 1. CALL TO ORDER

9:03am

### 2. APPROVAL OF AGENDA

### 3. APPROVAL OF MINUTES

A. Downtown Events Team – February Minutes

### 4. OLD BUSINESS

A. Rhythm & Brews 2023

- Layout Update
  - The lot for the VIP tent will be available for the 2023 season
  - We will need to review an updated layout for the new trailers from Bold Rock and Sierra Nevada
- Sponsorship and Volunteer Meeting update
  - All of last year's sponsors are back except for Optimum. We are waiting to hear from them.
  - Bold Rock and Sierra Nevada will be bringing trailers for beer and cider.
    - It will be empires trailer so they might have flat rock cider as well.
  - Bold Rock trailer is 12 feet long
  - Empire trailer will be around the same size (12 feet)
  - Hands On will be doing the Kid Zone this year and the sponsors will be the Hendersonville Toy Company and the Hendersonville Honeycrisps
- Music
  - We are waiting on one headliner for August and then the lineup will be complete
- T-shirts
  - We are updating the T Shirts for the 10<sup>th</sup> annual show

B. Garden Jubilee

- General Update
  - 18 spots left for Vendors
  - We are updating and rearranging the block layouts after meeting with Fire and PD to meet safety concerns
  - We have vetted all new vendors
  - The application process has been paused while the mapping is being fixed
- Volunteers
  - We will be creating a SignUp for this event

- The TDA will send it out to the volunteers who have been doing it for years
- Friday Load in will need the most help
- Kim will have a meeting with volunteers the Thursday May 25th
- Speaker line up
  - We have one speaker series spot available
  - We may need to remove the last speaker spot of the day
- Vendors
  - We have currently 130 paid and set up

C. Farmers Market

- Vendors
  - We have 10 new vendors approved so far - 3 new Craft and 7 new farmers and value added
- Tokens
  - The SNAP program is confirmed until August
  - Planning a meeting with ASAP on prescription tokens
- Safely
  - Van and Cars behind barricades
  - And an extra Safety volunteer
- Meeting
  - April 6<sup>th</sup> Vendor Meeting at the Depot at 4:30

D. Bearfootin' Bears

- The bears were delivered to us on February 20<sup>th</sup>
- All the bears have been picked up
- All the concept art for the bears are in
- All bear plaque information is due on April 1st
- Bears will be dropped off at Main Steet Auto by April 15<sup>th</sup>
- Reveal will be May 10<sup>th</sup> and the Auction is October 21<sup>st</sup>
- Moving forward we need to plan on who gets bears and how to go about it
  - 9 People are already on the waiting list
  - We may consider a lottery going forward
  - Maybe add a new Item for 7<sup>th</sup> Ave post street scape
- Plan to create a subcommittee to review the current processes
- Bryan, Michele, and Stacy have expressed interest in being on the subcommittee
- Jerry Smith will need to be contacted for KeyClub help

E. Yearly 2023 Events

- A copy of the Calendar will be sent to committee members
- The calendar will be updated with events as they come in

**5. OTHER BUSINESS**

A. Furniture for 7<sup>th</sup> Ave

- Jamie is looking for seating to place at the depot area

**ADJOURNMENT**

**9:53am**