




2025 Event Planning Sub-Committee - Meeting Minutes

02/10/2025 | 125 Fifth Ave W, Hendersonville, NC 28792 | 4:30 p.m. - 6:30 p.m.

Statement of goal - Celebrate and Promote Environmental Education, Inspire Action, Renew and Expand commitments to protect our planet

Reminder: ***Hendo Earth Fest - Saturday, April 19, 2025 from 10:00 a.m. - 3:00 p.m.***

1. Call to order 4:34pm by Betsey
 - Attendees: Betsey Zafra, Julia Heimer, Tracy Roughton, Pam Torlina, Virginia Tegel, Omar Zafra, Ellie Travis, Caitlyn Gendusa, Dawn Barr
2. Approval of agenda
 - Motion to approve by Tracy, second by Omar
3. Approval of meeting minutes
 - Motion to approve by Virginia, second by Omar
4. Review Vendor Application Form - <https://bit.ly/4aUB7if>
 - Sent to existing exhibitors
5. Review current exhibitor sign up
 - Send reminder on Monday - deadline to respond is March 15
 - 94 invites + 6 green builders
 - Target 65
 - 22 yes currently
 - discussed the progress of the Earth Fest event, focusing on vendor and exhibitor participation. They noted that Pam had sent out a reminder email to all participants, and they were waiting for more responses. The team also discussed the list of exhibitors and potential vendors, with Downtown suggesting they reach out to some who hadn't responded yet. The team agreed to continue waiting for responses and to consider inviting more people.
6. Review Action list spreadsheet and assign HEF tasks
 - Betsey shared  HEF Action Plan
7. Subcommittee updates:
 - Musicians - Tracy
 - Reaching out to musicians
 - Will be on the stage at the visitors center
 - Need to find sound equipment to rent
 - Marketing - Julia
 - team agreed to consider a 30-second ad for the month of March, with a budget of \$750 for 50 ads - goal to run from March 15th to April 15th
 - reach out to Hendo Lightning for ads.

- Look at the possibility of listing their event on various calendars and media outlets, including AVL Today, Explore Asheville, and Dig Local.
 - Bike Riding - Dawn
 - EV Car Show - Omar
 - Volunteers - Virginia
 - Food Trucks - Betsey
 - Business Contacts - Elle
 - Elle will draft a letter for the business contacts and put it on Google Drive
 - Other
 - The mayor's proclamation and sustainability hero award are scheduled for around midday.
 - Betsy will share the 2025 Google Drive folder with the team.
8. What needs extra attention and additional discussion and Q&A
9. Actions for next meeting
- Julia to finalize marketing plan and budget for next meeting
 - Julia to research and propose options for radio ads, including timing and frequency
 - Julia to look into advertising options with AVL Today, GVL Today, and other local publications
 - Tracy to contact musicians and finalize music lineup
 - Tracy to identify sound equipment for event
 - Betsy to follow up on food truck vendors
 - Ellie to draft business contact letter and put it on Google Drive
 - Omar to coordinate with Blue Ridge EV Club on car show logistics
 - Omar to reach out to Amazon about bringing their electric truck
 - Dawn to follow up with Bike Walk HVL about potential organized bike ride
 - Caitlyn to check on the condition of existing banners and report back to Betsy
 - Caitlyn to look into address/venue information for event listings
 - Caitlyn to email updated budget to team regularly
 - Virginia to schedule a follow up meeting in May after the event for post mortem
10. Future meeting dates:
- February 24
 - March 10
 - March 24
 - April 7
 - April 14
11. Adjourn meeting 6:32pm