



2025 Event Planning Sub-Committee - Meeting Minutes

February 24 | 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

- by Betsey 4:45pm
- Attendees: Betsey Zafra, Julia Heimer, Tracy Roughton, Virginia Tegel, Omar Zafra, Ellie Travis, Dawn Barr

2. Approval of agenda

- Virginia makes a motion to approve the agenda with the addition of the item approval of minutes; Dawn seconds - all approve

3. Approval of minutes

- Tracy motions to approve; Virginia seconds - minutes are approved

4. Review current exhibitor sign up and who else can we invite?

- Betsey presents lists - all review and discuss
- All review the list and select names to reach out to
- Create a community share table for the Sustainability board - table 2 - Tracy will prepare the table

5. Review Action list spreadsheet and assign HEF tasks

- Add new item to share post cards with downtown businesses so they can promote the event
- Tracy to ask Caitlyn about the window contests - could we do that for earth day?

6. Subcommittee updates:

- Musicians - Tracy
 - i. Ask Laura if we should rent sound equipment
 - ii. Ask Caitlyn about whether we can use city funds for sound equipment
- Marketing - Julia
- Bike Riding - Dawn

- EV Car Show - Omar
- Volunteers - Virginia
 - i. Virginia to follow up with volunteers from last year
 - ii. Food Trucks - Betsey
- Business Contacts - Elle
- Other

7. Discuss payments needed for event: Visitor Center & Off duty Police

8. Actions for next meeting

- Tracy to contact Laura Mick about sound equipment options and budget
- Tracy to share musician tracking spreadsheet with the team
- + Musician tracking 2025
- Julia to order postcards, flyers, and posters from Print Bill
- Julia to reach out to WLOS for event promotion options
- Julia to contact Mountain Express for event calendar listing
- Julia to reach out to Miller's Cleaners (now Custom Clink) for potential promotion
- Julia to work with Caitlyn on marketing for bike riding to the event
- Dawn to meet with Bike Walk HVL to discuss potential organized bike ride to the event
- Dawn to measure bike rack space and determine capacity for bike parking
- Omar to monitor Blue Ridge EV Club website for EV participant listings
- Virginia to send co-op contact information to Betsy for volunteer snacks
- Betsy to follow up with Caitlyn about barricade placement for bike safety
- Betsy to add "Bring your own water bottle" to event advertising
- Betsy to contact remaining food trucks for participation
- Betsy to ask Caitlyn about potential window decorations for downtown merchants
- Team members to contact assigned exhibitors who haven't responded yet
- Betsy to send a follow-up email to all potential exhibitors

9. Future meeting dates:

- March 10
- March 24
- April 7

○ April 14

10. Adjourn meeting