



2025 Event Planning Sub-Committee - Meeting Agenda

January 27, 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

- **Call to order:** 4:38pm by Omar
- Attendees: Omar Zafra, Betsey Zafra, Virginia Tegel, Ellie Travis, Julia Heimer, Tracy Roughton, Pam Torlina, Dawn Barr, Caitlyn Gendusa
- **Approval of agenda:** motion to approve by Virginia, second by Tracy, motion passes
- **Welcome/Introductions** (10 mins)
 - Omar, Betsey, Tracy, Julia, Ellie, Virginia, Dawn, Caitlyn (sustainability manager), Pam
- **HEF Background and past event review** (10 mins)
 - 1st year 2 blocks, 25 exhibitor spaces, 20 exhibitors (some needed 2 spaces)
 - 2nd year – 4th -5th blocks on main, 64 exhibitor spaces, 59 exhibitors
 - This will be the 3rd year
 - Last year music was key part of success
 - The mayor spoke
 - Announce the sustainability hero of the year award
- **Plans for this year** (15 mins)

Location Main street between Allen (Henderson County Visitors Center) and Caswell (Wells Fargo Bank) Same area as Rhythm and Blues

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

The team discussed plans for the upcoming Hendersonville Earth Fest, including vendor participation, exhibitor categories, and safety measures. Also considered the potential for food vendors, the need for a screening process for new vendors, and the possibility of implementing a fee structure for vendors.

- **Roles for subcommittee members** (25 mins)
 - Exhibitors Lead - Pam Torlina
 - Pam discussed the potential for vendors to showcase eco-friendly products at the Hendo Earth Fest, with a focus on sustainability and education. The idea was to have a structure for vendors to fit into one of five categories: energy, land management, waste management, water, and transportation. This would help ensure that the event aligns with its mission and educational goals.
 - Omar also mentioned the possibility of having food trucks with eco-friendly packaging and a brewery showcasing their sustainability efforts. The team agreed to screen vendors and exhibitors to ensure they adhere to the guidelines.

- Omar proposed creating a separate vendor application, with a focus on supporting past exhibitors first. They also discussed the potential for educational vendors to sell their documentaries or other materials. The possibility of nonprofits selling items for donations was also discussed.
- The team discusses whether to allow vendors at the Hendo Earth Fest event and how to communicate this change to participants. They consider appending the existing form or creating a new one for vendors. Pam suggests reaching out to the 17 already signed up and informing others about the new opportunity. The group debates the potential impact of allowing sales at the event, with concerns about maintaining its educational focus and not becoming too similar to a farmers market. They also discuss practical considerations like space requirements and the need for educational components in vendor displays. The team agrees to create a vendor form for review and input from all members.
- They also considered charging vendors a fee, but some were concerned. No decision made yet. The team agreed to measure the success of the event through feedback from exhibitors and attendees. They also discussed potential issues from last year, such as noise and electricity, and how these could be mitigated.
- Downtown and Pam discussed the upcoming Earth Fest event, focusing on vendor participation and fees. They considered implementing a fee structure for vendors, with nonprofits having no fee and for-profits paying a higher fee. They also discussed the possibility of having food trucks and other vendors, with Downtown suggesting a trial year for the new structure. Pam mentioned other events that charge for booth spaces, suggesting a similar approach for Earth Fest. They agreed to work on a vendor application and assess the response to the new structure, with the possibility of implementing it next year.
- EV Car Show Lead - Omar Zafra
 - There will be an emphasis on personal vehicles over dealerships due to past issues
- Media/Advertising Lead - Julia
 - The team discusses advertising strategies, including social media, radio spots, and banners. Julia and Betsey will tag-team on media advertising, with a focus on determining appropriate advertising channels
 - Past connections – WNCW media sponsor, WTZQ
- Entertainment lead - Tracy
- Coordinate with City (police, Public works) lead - ?
 - The group also discusses safety measures, considering increasing the number of off-duty police officers from two to three for the event.
 - How to submit payment/checks for off duty police officers? Request from Caitlyn to pay
- Volunteer Coordinator Lead - Virginia Tegel
 - Other roles or other volunteers?
- **Discuss available HEF marketing materials and new purchases? (15 mins)**
 - Banners – have from last year
 - Flyers
 - Yard Signs – have from last year
 - Giveaways – have notebooks and bags from previous years
 - Other
 - Budget for total event is \$7500, co-chairs will manage budget
- **Additional 2025 Event ideas (10 mins)**
 - Betsey will be photographer

- Note: do a better job keeping count of attendees
- What needs extra attention and additional discussion and Q&A (5 mins)
- **Actions for next meeting** (15 mins)
 - Omar and Betsey to develop vendor application form and circulate for review
 - Pam to resend exhibitor invitation with updated vendor criteria and reply-by date
 - Omar and Betsey to contact Caitlyn about meeting room availability for future dates
 - Omar and Betsey to create schedule for bi-weekly meetings through April
 - Dawn to plan bike parking location and potential bike ride to event
 - Tracy to connect with Virginia about entertainment contacts and start reaching out
 - Ellie to contact Main Street businesses about Earth Fest
 - Omar and Betsey to work with Caitlyn on budget management
 - Caitlyn to check on availability of volunteer vests
 - Caitlyn to provide access to Zoom AI meeting summary
 - Caitlyn to confirm inventory of existing tote bags and notebooks
 - Omar and Betsey to create contact information sheet for team members
 - Team to review and provide input on vendor application form once developed
- **Next meeting and future meeting dates** (10 mins)
 - February 10
 - February 24
 - March 10
 - March 24
 - April 7
 - April 14
- **Adjourn meeting** (5 mins) 6:29pm