



CITY OF HENDERSONVILLE DOWNTOWN EVENTS TEAM

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



Thursday, October 07, 2021 – 9:00 AM

AGENDA

1. **CALL TO ORDER**

2. **APPROVAL OF MINUTES**

[A.](#) September 2, 2021 Events Team Minutes

3. **NEW BUSINESS**

A. Farmers Market + R&B Updates

B. Bear Auction Celebration

C. Treat Street Carnival

D. Holiday Tree Lighting

E. Luminaries & Other Holiday Events

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

Virtual (Zoom)
Thursday, September 2, 2021 – 9:00 AM

MINUTES

CALL TO ORDER

9:00 a.m.

Members Present: Walt Slagel, Caroline Gunther, Bryan Byrd, Michele Sparks, Jack Maniscalco

Staff Present: Lew Holloway – Director, Jamie Carpenter - Downtown Manager, Meredith Friedheim - Downtown Events Coordinator, Tasha Roby – Events and Marketing Assistant

APPROVAL OF MINUTES

A. August 5, 2021, Events Team Minutes: Unanimously Approved (C. Gunther/W. Slagel)

AGENDA ITEMS

- A. M. Friedheim provided an update that LoveHendo Saturday events had been canceled due to negative feedback from downtown merchants.
- B. Bear Auction
 - a. M. Friedheim provided an update that the virtual auction website was up and running. Informational plaques were ready to be placed on the bear bases to allow people to scan a QR code and bid in real time. A press release announcing the auction details would be sent out the following week. Staff was working on securing local alcohol and food vendors for the event on October 16, 2021 that would take place at the Train Depot, 4-6: 30pm. Winning bidders would be encouraged to take bears home that night.
- C. Treat Street Carnival
 - a. M. Friedheim reported that staff had been working with Henderson County Parks and Recreation to plan this event. Staff would need to find a new DJ because the one used in the past had retired. The Events Team discussed the costume contest logistics and decided to continue with a pet category. Staff was directed to ask for more candy from Ingles because merchants had not received enough in the past.
- D. Tree Lighting Ceremony & Luminaries
 - a. M. Friedheim reported that staff had booked the same entertainment aspects as in previous years, including Santa, carriage rides, hot cocoa, an MC and musicians. A decoy Santa would be needed.
 - b. Luminaries would take place on Friday, December 10, 2021. Hospice will put two battery powered lights in each bag to make them brighter.

ADJOURNMENT

9:45 a.m.