



CITY OF HENDERSONVILLE DOWNTOWN EVENTS TEAM

Virtual (Zoom)
Thursday, February 04, 2021 – 9:00 AM

AGENDA

1. **CALL TO ORDER**

2. **APPROVAL OF MINUTES**

[A.](#) January 7, 2021 Events Team Minutes

3. **AGENDA ITEMS**

A. Farmers Market Update

- a) Vendor Advisory Committee
- b) Vendor Application Roll Out
- c) Sponsors

B. Rhythm & Brews Update

C. Bearfootin' Art Walk Update

D. Love Hendo Saturday

- a) Recommendation to Downtown Advisory Committee

4. **ADJOURNMENT**

5. **ADA NOTICE**

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CITY OF HENDERSONVILLE DOWNTOWN EVENTS TEAM

Zoom

Thursday, January 07, 2021 – 9:00 AM

MINUTES

1. CALL TO ORDER

9:04 a.m.

Members present: Walt Slagel, Jack Maniscalco, Michele Sparks, Bryan Byrd, Hannah Duncan, Stacy Fields, Mark Pavao

Staff present: Meredith Friedheim, Downtown Events Coordinator; Jamie Carpenter, Downtown Manager

2. APPROVAL OF MINUTES

1. Events Team Minutes from November 12, 2020

Approved unanimously (B. Byrd, J. Maniscalco)

3. AGENDA ITEMS

1. Rhythm & Brews Update

- a) COVID Contingency
- b) Sponsors
- c) Programming

a) When the state allows 1,000 people to gather outdoors, staff needs at least 60 days to plan a Rhythm and Brews event.

b) Beverage sponsors have begun signing on for 2021 season; VIP section will be a new logistical piece.

c) Bigger, out-of-town acts for Aug, Sept and Oct, while plan for June and July will be for smaller regional acts.

2. Farmers Market Update

- a) 2020 Annual Report
- b) 2021 Sponsors and Budget
- c) Vendor Rules and Info

b) Vendor fee revenue will go up slightly, but staff is hoping to more than double sponsor revenue. Plans for 2021 include a kids zone, second music tent, merchandise, food truck recruitment, and a second cashier.

c) Events team consensus is to keep hours of the market to 8 a.m. - 1 p.m., though this will be discussed at the Vendor Advisory Committee. The target makeup of vendors may be adjusted

to increase artisans slightly, and not allow artisans to sign up to be a Reserved Season Vendor in order to increase the diversity of artisans throughout the season.

3. Bearfootin' Art Walk Update

All 20 bears have been accounted for in the 2021 season.

4. Love Hendo Saturday Update

A consensus with merchant group is that Love Hendo Saturday will continue in 2021 during warmer months, with a possible recurring date change. More discussion on this in the February Events meeting.

4. ADJOURNMENT

10:14 a.m. (J. Maniscalco, W. Slagel)

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