



CITY OF HENDERSONVILLE DOWNTOWN EVENTS TEAM

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



Thursday, October 05, 2023 – 9:00 AM

AGENDA

1. **CALL TO ORDER**
2. **APPROVAL OF MINUTES**
 - A. [September 2023 Downtown Events Team Minutes](#)
3. **NEW BUSINESS**
 - A. Rhythm & Brews Review Follow Up
 - B. Bearfootin' Bears Auction Update
 - C. Holiday Events Update & Budgeting
4. **OTHER BUSINESS**
5. **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.



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Thursday, September 7, 2023 – 9:00 AM

Bryan B., Michele S., Stacy F., Walt S., Terrye J., Jamie C., Dakota P.,

Minutes

1. CALL TO ORDER

9:02am

2. OLD BUSINESS

A. Rhythm and Brews

- The New Super Fan Layout has been working out well.
 - Going to put out some signage for the super fans area to let people know the porta potties and seating is for VIPS only
- Getting better signage and set up to help with compost at event
 - Making something like the apple festival had
- August was the Second Largest R&B!
- We now have placer.ai which will help us gather better data to use to improve the event
- New Sponsors coming in for next year – Park's Ford
 - 2 cars will be stationed at the event
- Sherman Williams – Make a little square around their parking lot to help keep their customers from driving the wrong way into the event space
- Reduce the Ice Order – reduce by 20 bags

B. Bear Auction

- Bidding opens up on September 21st
- Bears will get moved to the courthouse plaza the Monday before the event
- Checked in on the bears to see who needs fixing
- Monday or Tuesday after the Auction we will have a first come first serve to bear applications for 2024
 - 1 bear per non-profit
 - We will make announcements beforehand to give people enough time to plan and prepare
- Instead of beer and wine Stacy will be there with her goodies for sell

C. Treat Street

- Costume Contest
- DJ
- On track same as last year

D. Tree lighting

- Music will be a little different than last year -Focus more on Choirs
- Santa coming in on an old school limbo with a VIP escort. Getting out at the red carpet with secret service elves walking with Santa (Celebrity Santa)
- Adding more spot lighting for the entrance
- Will be having Character Costumes for the event- will be asking parks and recs to borrow their costumes
- Black Bear and Stacy will be at the event selling goods

E. Olde Fashion Christmas

- **December 1st**
- **Bringing in Simone to help try to bring all the merchants back into it**
- **Getting more choirs and people dressed up walking around spreading the sprit of Christmas!**
- **Getting Cutouts to put around downtown for photos**
- **Getting an Ice Sculpture**

F. Holiday Train Rides

- **December 16th**
- **Concentrate on more volunteers and improving more things to do while families wait to get on the trains**
- **Getting back more vendors and booth to have at the events (fairy hair, crafts, apples, and more)**

G. Volunteer Party

- **Sometime in December**
- **Location TBD**

3. OTHER BUSINESS

4. ADJOURNMENT