

## Millersburg Celebration Committee Meeting

5/2/2019

6:00 p.m. to 8:00 p.m.

City Hall Meeting Room – Millersburg, Oregon



Attendees: (names struck out were absent from the meeting.)

Jenny Wolfenbarger, Chair	Kelly Cole	Connie Lepin
Heidi Swirbul	Carlye Schrader	<del>Wendy Major</del>
Eric Park	<del>Kyle Mitchell</del>	<del>Mike Swirbul</del>
<del>Mike Wertz</del>	Michael Ann McIlvenny, Recorder	

Jim Lepin, City Council Liaison  
Don Miller, City Council Liaison  
~~Kim Wollenburg, City Representative~~

### Consent Agenda:

The minutes from the April 4, 2019 were approved unanimously.

### New Business:

- 1) Resignation of a Committee Member. Wendy Major has resigned; however, she will continue to be a volunteer at the event. At this time, the Committee will wait until November to select a new Committee member. There was a discussion about what needs the Committee has when filling this position; possibly a volunteer coordinator, business liaison, advertising coordinator, etc. This will assist the Committee in selecting a new Committee member. Jenny will reach out to the person who expressed interest from our discussion from last month and have an informal conversation about what their interests and contributions would be to the Committee.
- 2) Ducks and Beavers Games. Both have home games the day of the celebration – the Committee agreed a TV in the hospitality tent and on the TVs on the main stage when there are set changes is a great addition to the lineup of events. Consider advertizing this to participants.
- 3) Article in the Albany Democrat-Herald. On the Small Festival Award from Ovation. Article attached to the minutes.
- 4) Sponsorships. Two additional businesses have expressed interest in limited sponsorship/contribution to the celebration; the Committee discussed ideas.

### Unfinished Business:

#### Advertising

- 1) MOM Magazine Advertising. - ½ page add \$525; 1<sup>st</sup> week of June and 1<sup>st</sup> week of August – deadline May 10<sup>th</sup> for the first publication. Use the same ad we used for the Albany Parks and Recreation publication. Readership is in the local area – 100,000 readership, 10,000 magazines. The committee agreed this would be a great publication. Connie Lepin motioned to

- approve the publication of an ad in *MOM Magazine*; seconded by Eric Parks. Committee unanimously approved the motion.
- 2) Kevin and Kim are working on getting the Celebration posting in the Albany Powerbook Attractions (Albany Chamber of Commerce) page 10 – The City of Millersburg would like to split the cost to highlight our community and the Celebration. Not sure of the cost or the readership. More information to come at the June meeting.
  - 3) Comcast commercial, Kirk Nord, Director – Government and Regulatory Affairs for Comcast was at a City Council meeting. Jenny is working on connecting with him.

#### Sponsorship Update

- 1) Wild West Seed - \$500,
- 2) DCCC half of stage rental - \$1,320
- 3) ARAUCO will be a sponsor, still waiting for their contribution

#### Stage Entertainment

- 1) An up and coming artist from Corvallis. \$5,000 cost includes travel to/from Nashville. His booking agent has agreed to the date and the fee. Should be a big draw for the festival. Will be the headliner at the 7:00 p.m. slot.
- 2) Band # is the 5:00 p.m. slot.
- 3) Marketing needs – artist photos, links and videos: Jenny will work with Kyle and we need to start advertising!!!

#### Beer Garden

- 1) Oregon Beverage Service (OBS) – Jenny met with Jason at the park; he made suggestions that would make the park compliant with the requirements for drink control during the Celebration. The location of the cart would be near the volleyball pit. OBS will need power. The Business Expo will be between the OBS cart and the Kids Fun Zone. They will also have a pop-up tent near the food carts. Jenny talked with Deluxe Brewing, and they are supportive of OBS doing our event; they would like to be the exclusive beer that is served at the Celebration. We get 25% of the drink sales for all beer, cider and wine sales. The Committee discussed this offer. We decided that we need additional information from Jason about what sells at a festival/celebration. Jenny will be in contact with Deluxe Brewing to let them know about our concerns about having only a craft beer at the festival. Jenny will update the Committee in June.
- 2) Fencing – we will need to have fencing at the north end of the park for drink control. We will have three entrances into the park that will be monitored by OBS. Jason suggested crowd control fencing. Albany Parks and Recreation may have the fencing we need.

#### Kids Fun Zone

- 1) Llama: We got the llama!!! No cost – we need to find a charity to donate to. Considering tagging onto Honor Flight donation for the car show. Time slot 1:00 p.m. to 4:00 p.m. Need to consult with the City regarding liability insurance.

- 2) Quad Jumper – harnessed trampolines; four hours \$2,500.00 which includes travel, assembling and disassembling, manning the event. This will fit into the budget. Because of the cost, the Committee voted on approving this expense. Eric Parks motioned to expend the cost for the Quad Jumpers; seconded by Heidi Swirbul. The Committee approved the motion unanimously. Need to think about the logistics of tear down and set up of the equipment, location of the quad jumper.
- 3) Rockwall – still need confirmation, sounds like it is close to being confirmed.
- 4) Gold Panning – still need confirmation, Don will find out on Sunday, May 5<sup>th</sup>.
- 5) 8'X16' stage rental \$192.00 verses building a stage that we can use each year. Will see if Albany Parks and Recreation has a stage. This decision can be made later.

#### Food Trucks and Vendors

- 1) Hawaiian Grindz has confirmed participation. Natalie's Mexi Kart have submitted an application - A total of 8 or 9 food carts have confirmed. We may need to cap the number of food carts due to space. Need to think about this.
- 2) N'Reeners will be the caterer for the Hospitality tent. And they will be helping with the door hangers for advertising. They want to set up on Friday.

#### Car Show

No update

#### Run

See the agenda for information. Nothing new added at this time.

#### Business Expo

Have the event end at 4:00 p.m. same as the car show. New location for the expo separate from the vendors.

#### Power Update

Still working on clarification for the electrical needs with EC.

#### Albany Parks and Recreation

Creating a list of things we need.

#### Logistics/Venue Layout

Cover at the next meeting.

Apparel/Signage

Jenny and Connie to meet.

Other

Need more radios to help monitor the overall festival. Rethink the information booth: size, chairs, charging stations, etc.

Jim asked us to consider a general sign thanking the businesses of Millersburg for supporting the City, but not with specific business names.

Adjournment:

Committee adjourned at 8:12 p.m.

Respectfully submitted:

Michael Ann McIlvenney

Upcoming Meetings:

Thursday, June 6<sup>th</sup> at 6:00 p.m. at City Hall

Tuesday, July 2<sup>nd</sup> at 6:00 p.m. at City Hall, will discuss August meeting at this time

# Millersburg, Albany earn Ovations

Cities honored by Oregon Festivals and Events Association

**KYLE ODEGARD**  
Albany Democrat-Herald

The inaugural Millersburg Celebration, held last September, was designed to showcase the appeal of this small town, which has grown by leaps and bounds but retains a country feel.

The event, believed to be the first annual festival in the community, drew about 1,500 people to Millersburg City Park for a fun run, live music, a local business expo, food trucks and more.

As it turns out, the Millersburg Celebration has given the community something else to celebrate.

The Oregon Festivals and Events Association has named the Millersburg Celebration as its Ovation Award winner for Festival of the Year for events with a budget under \$150,000. The award was presented at the association's annual conference in Hood River in February.

Other 2018 Ovation Award winners were Albany Parks & Recreation, for its "Cheers to Katie" marketing campaign, Xtreme Grafx of Albany, which won Supplier of the Year, and the Boys & Girls Club of the Greater Santiam, which won the Innovation Award for its Linn-Co Federal Credit Union Golf Palooza.

Jenny Wolfenbarger, the city of Millersburg's Event Planning Committee chairwoman, said the Millersburg Celebration had a budget of about \$27,000, and all but \$2,500 was covered by sponsorships. The event also had about \$5,000 in in-kind donations.

"The first year was fabulous and the people who showed up were surprised by how great it was," said Amy Price, a Millersburg



PROVIDED PHOTO

Organizers of the Millersburg Celebration plan to add a marathon to the event's fun run. The Oregon Festivals and Events Association named the Millersburg Celebration as its Festival of the Year for events with a budget under \$150,000.

resident and principal broker for Coldwell Banker Valley Brokers in Albany. Her business was the title sponsor for the celebration last year.

This year's Millersburg Celebration, scheduled for noon to 9 p.m. on Sept. 14, figures to be bigger and better, Price added. There should be more food vendors, a new car show and more.

The fun run has expanded to include a marathon, and Wolfenbarger hopes to turn it into a Boston Marathon qualifier. She's confident there will be demand.

"There's not a lot of Boston qualifiers in the entire state of Oregon," Wolfenbarger said.

The food vendors also will have a better idea of what to prepare for. Attendance was higher than many expected last September.

"(Food vendors) all ran out of food multiple times. They had to go back into town and get food and come back out," Wolfenbarger said.

Here's a look at the other local Ovation Award winners.

## ■ Most Innovative

**Marketing Campaign** — Cheers to Katie, Albany Parks & Recreation. Katie Nooshazar, the city's recreation manager, died in October 2017. She was considered the heart of the department, and was known for her warm and engaging personality. During the summer of 2018, members of the community were asked to share photos online of their best "Cheers to Katie" moments. With Gilgamesh Brewing, the city created "Cheers to Katie" coasters that listed Albany's summer concerts and other events. Commemorative "Cheers to Katie" beers, celebrating 35 years of River Rhythms concerts, were sold to the public and shared with summer event sponsors, as well.

**Supplier of the Year** — Xtreme Grafx. The downtown Albany company has been a supplier for Albany Parks & Recreation for more than 10 years, creating staff shirts, stage and event signage, balloon banners, flags and a variety of other displays. Xtreme Grafx, which was nominated by Albany Parks & Recreation for this award,

also is a sponsor of Albany events. "We help them out with all their events and the programs they have, everything from the Senior Center to River Rhythms to Art & Air. We're extremely lucky to live in this community. That's why we're doing this. Albany Parks and Rec has so much for this area. ... This is a way I can give back for all the things they do for the community," said Arthur Meeker, who owns Xtreme Grafx with his wife, Chrystal Hart-Meeker.

**Innovation Award** — Linn-Co Federal Credit Union Golf Palooza. The event, a fundraiser for the Boys & Girls Club of the Greater Santiam, had declining attendance in previous years. To reinvigorate things, organizers moved the event to a smaller, more intimate course, Pineway Golf Club. The event also dropped its traditional shotgun start and went to PGA-style starts offering tee times all day long.

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