

VISITORS AND CONVENTION COMMISSION

August 14, 2007

Vice-Chair Georgia Stiles called the meeting of the Visitors and Convention Commission to order at 4:00 p.m. on August 14, 2007, in the City Hall Conference Room.

Present: Commission members Dotty Randall-Stapleton, Georgia Stiles, Gary Leif and Paul Zegers. Chair Larry Rich arrived at 4:17 p.m.

Absent: Commission members Ellen Whitaker and Richard Sommer.

Others Present: Human Resources Director Barbara Gershon, Visitors Bureau Director Jean Kurtz, Police Sergeant Aaron Dunbar, Fire Marshal Tony DiMare, City Recorder Sheila Cox, Harvest Committee Member Bob Cotterell and Management Technician Debi Davidson. Megan Sweeney of KPIC-TV. Police Chief Mark Nickel arrived at 4:17 p.m.

APPROVAL OF MINUTES

Leif moved to approve the minutes of the April 26, 2007, meeting. Motion was seconded by Randall-Stapleton and carried unanimously.

2008 FIREWORKS SHOW

Norm Rose, licensed pyrotechnician with Western Display Fireworks, shared a presentation regarding fireworks. Rose's company traditionally provided fireworks for the Jaycees at a cost of \$8 to \$9,000. He explained the types of fireworks, size of displays, musical choreography, safety zones, etc. He estimated a 5-10 minute show following the Harvest Festival would cost \$4,000. Western Display would provide all services (license, insurance, permits) except security. Rich and Nickel arrived at 4:17 p.m. It was noted that a separate committee will be formed to find sponsorships for a Fourth of July show and Western Display's services would likely be contracted. Following further discussion regarding safety zones, Rose, Cotterell and Leif left to view the fireworks site.

HARVEST FESTIVAL COMMITTEE

Zegers reported that publicity pieces will go to print this week. Gershon reported that it had been suggested that the Harvest Festival Committee be recognized, by the City, as an official subcommittee of the Visitors and Convention Commission, similar to the arrangement between the Airport Commission and the Air Fair. This will enable greater City support, official City sanction and tax deduction advantages. Randall-Stapleton moved to recommend the City Council formally place the Harvest Festival under the auspices of the Visitors and Convention Commission. Motion was seconded by Zegers and carried unanimously.

FALL GRANTS

Discussion was held on the Commission's concern regarding the diminishing level of their discretionary funds. While new income is generated each year for capital projects and out of area marketing, there is no reliable source of income for discretionary spending. Randall-Stapleton moved to rewrite grant criteria to limit funding to tourism related capital expenditures or out-of-area marketing, with the exception of recognized City Subcommittees. Motion was seconded by Rich and carried unanimously. Staff will make grant application revisions and advertise for receipt of applications during the month of September.

GOOD OF THE ORDER

Dunbar asked the Committee to take police overtime into consideration when debating whether to have fireworks at the Harvest Festival. The Festival requires 30 hours of police overtime; fireworks would likely add another 15 hours, for the Police Department. Additional commitment may also be required of the Fire Department.

Rich announced that Councilor Tom Ryan will take over as Commission Chair. Ryan formerly served in that capacity and can be available during the meeting time.

Discussion was held regarding Commission attendance and the need for the Commission to delegate Harvest Festival tasks to volunteers so they may focus their efforts on oversight and other projects. Rich will speak to a couple commission members about their attendance; members are asked to solicit potential members.

Rich indicated he originally liked the potential of fireworks at the Harvest Festival but questioned whether the \$4,000 cost and added overtime was reasonable to entertain people who were already attending the event. Consensus was to plan and budget for fireworks for the 2008 Festival. Members will ask the Harvest Festival Committee to consider an "opinion survey" to determine what Festival attendee's liked and didn't like.

Meeting adjourned at 5:12 p.m.

Debi Davidson
Management Technician