

Meeting Minutes
Entiat Valley Economic Development Advisory Board
June 24, 2010
1:00-3:00 p.m.
Entiat Council Chambers----Wade Building

Present:

Members: John Huselton, Peggy Whitmore, Michael Chambers, Lance Hansen, Ray Sandidge, Doug McLester

Staff: Susan Driver, Community Development Director

Not Present:

Karin Whitehall and Greg Becker out sick, excused.

Missing Jackie Blanchfield. No Council designate has been assigned to this board since the resignation of Jackie Shelton. Mayor Vradenburg on vacation.

Business:

Chair Peggy Whitmore called the meeting to order at 1:05 p.m.

Minutes of last meeting

Minutes from the May meeting were not available due to computer failure. Minutes for both May and June will be reviewed for approval at July meeting.

Festivals and Celebrations – Guest Speaker Robert Sandidge, RLS Talent

Robert addressed questions that the ED Board had sent him prior to the meeting. The first, and most energetically discussed, topic was volunteers. It was determined that the same people volunteer for everything and get burned out. We need to find ways to get new people to step forward. Robert asked what the community does currently to recruit volunteers. He suggested that we find ways to instill in our current volunteers that they are valued and respected. Host a BBQ or end-of-project celebration. At this time you could present awards, and have a de-briefing of what worked and what didn't. Ask each person invited to bring a friend. From these you can recruit more volunteers.

For soliciting new recruits, Robert encourages an active recruitment campaign. He suggested a brochure that discusses the goals of the project or event and clearly spells out the types of skills and abilities needed. He also recommended that we carefully consider the audience we are recruiting from (and for) and make sure that we send the right envoy, keep the language in the relevant terms, and request the appropriate skills of each demographic type. In order to keep the volunteer base strong over the long-term, it's time to start recruiting high school and community college students. We need to make sure that the people we send to this group speak their language and respect their abilities.

Most important in finding and keeping volunteers is having a solid vision and clear objectives. We need people to see the vision and say, "I want to be part of that!"

The next topic was preparing our community to host a festival. John questioned whether the community even wants to have festivals and events. He indicated that the Columbia Breaks concert was not well-attended, and Summerfest is not highly attended by locals.

Michael noted that these events take time to build, and the attendance at the first Columbia Breaks event does not necessarily indicate that people are not interested. Robert added that a lot also depends on how you promote the event. He suggested that you have to “ram it down their throats” to get them out of their chairs. Even people who are very interested in a particular event or group will need extra motivation to actually go out to something when they could just sit at home on the deck with a cold drink.

Overall suggestions for festival planning:

- Develop your goals
- Where are you now
- What are your needs
- What is your timeline
- Identify challenges and obstacles
- Identify people, groups, and agencies you need to work with
- Develop a plan of action

Festivals need to be developed in such a way as to give back to the community – “what’s in it for me?”

If you wait for the right time, it will never come. Decide now and take action.

Possible festival or event themes:

- Winter sports events (cross-country skiing, snowmobile races, etc.)
- Historic, ethnic, or cultural themes
- Agricultural theme
- Local beer & wine theme
- Arts & Crafts
- Music
- Summer sports events (hydroplane races, water ski exhibitions, bass fishing, etc.)
- Holiday and seasonal events (like Summerfest and Holiday Bazaar)

Q. What are some techniques to advertise our event effectively and stay in our limited budget?

A. You need to get someone involved who understands advertising. Getting radio and tv stations on board as partners can double your air time. Get sponsorship. You need a festival/events website. Sign at park should have a section that says, ‘Thanks for visiting! See you next ____ for ____ event.’

Q. How do most cities manage festivals? Do we need a festival board?

A. Most are managed by other entities, Chambers of Commerce, Tourism Promotion groups, etc. You would need a festival board.

Q. What methods can be used to entice known artists to come to Entiat?

A. I assume you are referring to musicians. This is a question for further down the road.

Report from the City

A high school youth group will be holding their summer camp in our park in July. What can we do to make sure they have a great experience and take a piece of Entiat back to Seattle with them? We want to make sure they come back next year, and we want them to talk up our park & community and bring others in. Discussion followed about T-shirts, key-chains, goodie bags, information packets, and getting a business to sponsor the effort.

Susan Driver reported that the waterfront project is ongoing. Behind the scenes studies, groundwork, and coordination are still going on. It is probably time to host a community update meeting to let the citizens know where we are in the process and that things are still moving.

Tourism promotion

Susan reminded the group that we need to designate a specific person to work with the publishers of tourism brochures and websites to make sure that Entiat is accurately represented and that all of our local opportunities are included. The Chelan County tourism website, in particular, needs to be updated.

Business/Developer information

John Huselton noted that we still have not done anything with the information we received from the SCORE speaker at the last meeting, and haven't established any action items from today's meeting. Susan and Peggy agreed that we need to do a recap of the items discussed in the meetings this year and address action items at our July meeting.

Other Business

Susan took the Kiosk request from the May meeting to the City Council. The ED Board proposed to place a kiosk in the park to provide information about the City to campers and to allow for advertising of local businesses. The proposal suggests that the kiosk could be paid for from tourism funds, which would be replaced when advertising monies are collected. Council asked that this board prepare a drawing and cost estimate to be submitted for further consideration of the request. Action Item: John will meeting with Susan on Monday, June 28 to discuss these details.

Next meeting

July 22, 2010

1:00-3:00 p.m.

Entiat Council Chambers----Wade Building

Meeting adjourned at 2:55 p.m.