



**Town of Carolina Beach
Arts & Activities Committee Minutes
August 24, 2011 6:30 PM**

Minutes

Attending: Dee Jenzano, Elaine Stewart, Chris Higgins, Teresa Heilman, Michal Oliver

Meeting called to order at 6:30 PM

Guests: Ray Rothrock resident and Gary Doetsch resident

Chris motioned, Teresa 2nd and all agreed to accept the July 20th, minutes.

Gary and Ray introduced themselves, and explained they were both running for Public Office and wanted to be aware of what each Town Committee is doing.

Revolution Spring Music Festival May 13 & 14

Michal turned in the proceeds (\$1259.00) from the festival. He thought the expenses were about \$1400.00; Ted Lashley probably has the exact cost. Dee will give the money to Ted. Michal still has some T-shirts left and will continue to try to sell them and Chris offered to put some of them in her store.

Revolution Fall Music Festival September 16 & 18

Michal has gotten all of the bands lined up and showed us copies of the colorful flyers he has ready. He also has some vendors showing interest and Chris offered to let all of the artists on our email list know about the event. Michal has arranged for the event to be completely solar powered, so there will be no need for electricity. We were all glad to hear this. Michal will prepare a press release and contact Encore, WECT and WWAY to get coverage. Elaine thought with this being a solar event that both local TV stations and the Star News would be interested in covering the event. Chris offered to contact the Star News about our "clean energy event" after she receives the press release from Michal.

Island Day September 25

Dee explained that Kure Beach did not want to have the event this year, but they will participate again this year. Tim Owens has scheduled a meeting at 2PM on Friday August 26th to discuss the details. This was a very successful event geared toward our local residents. Dee and Chris will attend the meeting and update the committee on the progress.

Ashtray Project

Dee will send the information we gathered to our Tourism Committee.

Night Time Meetings

We all agreed to hold our meeting on the 4th Wednesday at 6:30 PM.

Calendar Exposure

Dee is still totally disgusted with the exposure our Calendar of Events is getting. She doesn't feel the Town Council realizes how complete this calendar is and what a boost it would be to our residents and visitors if they could find it. Chris suggested we set up a meeting with Tim Owens to discuss this project since we have been working on it since 2008. Dee updates the calendar weekly, and Sara updates it every Monday on the Town's web site. The problem is getting to the calendar from the Town's site.

Christmas by the Sea November 2011 Tabled

Art Show & A Taste of Carolina Beach Spring 2012 Tabled

Music Festival Cape Fear Blvd. October 29

Dee mentioned that Tim did bring this event before Town Council, but she was not sure of the outcome. Some of the boardwalk business owners were against it since that is a very busy night for them. Elaine felt the exposure we would get from seven 100.000 watt radio stations promoting the event would be great for our Island. Elaine will contact Sara to review the minutes from the August 9th meeting and if necessary she will contact the sponsor of the event to see if they are still planning on having it here.

PAN April-October

Performing Arts Night has been temporarily canceled. Teresa feels she is not having any success with getting entertainers to perform for free. She spends a lot of time and energy setting up the sound system without any help. Chris offered to reach out to local groups to see if there is any interest. Ray knows of a military band that played at the American Legion, he feels they may be interested. He will email them and request they contact Dee if they are interested. Gary mentioned the drama clubs at the local high schools, and Dee offered to contact them. Elaine offered to contact Roxanne Hubbard to see if she knows of a group to perform, she also offered to contact local dance schools. Chris said we should start a list of names that we could eventually turn this event over to.

New Business

Events - Property Owners List

Dee could not recall who thought we should have a list of all property owners contact information, but it should be included along with our event form in the event they would need to lease a privately owned piece of property. Dee will work on compiling the list.

Marketing Plan Meeting

Chris is going to attend a Marketing meeting, she will fill us in on the details presented.

Bench Design Contest

Chris presented us with photos of a Bench Design Contest, where each participating business purchased and designed a bench to set out in the community. She also thinks Cape Fear Blvd. needs a beautification project, since it is the main entrance to the Boardwalk. The Bench Design project would be a good start to beautify the area. She will do some further research and get back to us.

Next meeting September 28th at 6:30 PM

Meeting adjourned at 7:50 PM