

Rock-Fest Festival - Kickoff Meeting for 2017

Date: March 9, 2017

Time: 7PM

Location: Granite Edge Cafe

Attendance: Bruce Conrad, Tудie Hermanutz, Jerry Tippelt, George Bechtold, Rosie Ashfeld, Pat Welle, Duane Willenbring, Kathleen Stanger, and Kirstin Stanger (by phone)

Next meeting date: Thursday, March 30th

Time: 7PM

Location: Hideaway Bar

Memorandum- Committee reviewed and made adjustments/additions.

- *Kathleen will meet with Marty Bode, Rockville City Administrator to review the Rock-Fest Committee recommended changes/adjustments.*

Special Note: *Committee selected date based on surrounding community events. Event times selected were based on event needs and prior festival successes. Festival events were selected per budget and popularity. Theme discussed and unanimously chosen.*

Festival Date June 17, 2017

1PM-Events begin (it was suggested to centrally locate events at the parish as last year. As for the helicopter and balloon it was suggested to get school grounds approval).

6:30PM-Parade (same route)

8:30PM-Dance (downtown)

Dusk-Fireworks (possible same location as last year – Granite Company)

Theme Superhero's – kids are great!

- It was recommended to have Sandra Schutz draw our logo.

Plan of Events:

Event	Team Lead	Estimated budget Rock-Fest will need to raise funds for:
Advertising	OPEN	\$1,000
Beer gardens and downtown food stands	Stoney's and Hideaway Bars	\$0
Cake Walk	Tудie and it was suggested the Parish	\$0
City Wide Garage Sale	Pat	\$0
Climbing wall	Bruce	\$0
Clowns	George	\$200
Craft Fair & Flea Market	Pat and Kathleen	Posters \$25
Dance	Stoney's and Hideaway Bars	\$0
DJ-afternoon (trailer required)	It was suggested - Jan Stueve	\$300
Dunk Tank	Justin and Kirstin Stanger	\$200
Fishing Contest	It was suggested the Sportsman's Club	\$0
Fishing Pond	It was suggested Woody Sankey	\$800
Fireworks	Kathleen – it was suggested to keep the same vendor.	\$3,000
Food Booths – day events	Kathleen	\$0
Kids Run or other	It was suggested - Shelly Weber	\$300

Kids Tractor Pull	Kathleen	\$600
Parade	OPEN	Floats and prizes \$2,500
Parade float kids contest	Sportsman's Club and/or Rock-Fest	\$400-\$500
Parish Events	Rosie and Tудie	\$0
Petting Zoo	It was suggested - Tonie Honer	\$0
Helicopter and National Guard display; services.	It was suggested - Mike Hofmann and Jeff Howe	\$0
Inflatables-rides/games	It was suggested - Devin Cesnik	\$0
Milking Contest; Cow	Tудie and it was suggested the Molitor family	\$100
Milking Contest; Goats	Jerry and it was suggested Stickney Hill Business	\$100
Pony Rides	Kathleen and it was suggested the same vendor.	\$0
Scavenger Hunt	It was suggested - Jan Stueve	\$100
Tethered hot air balloon-POW	Kathleen and it was suggested Luke Cesnik	\$800
Tours to parks	Tудie and it was suggested Peck family	\$300
Bus Service Display	Jerry and it was suggested Voigt Bus Service	\$0
Waterball Fight	Pat will try to coordinate with fire department.	\$0
Water Sales	Tудie	\$0
Barricades and Signs.	Jerry along with city staff. It was also suggested Mike Hofmann.	\$0

Committee will work on solidifying events and report back at next committee meeting.

- We are open to other events or making adjustments, if the committee is able to gain additional committee members and funds.

Budgets

Prior year spending and revenues reviewed.

Committee did not want to exceed ~ \$8,500 Budget.

- This was an area of discussion as many of the items selected are not money makers. Due to low volume of volunteers and current budget slotted it was suggested to find ways to raise funds. Fund raising suggestions: raffles, donations, having businesses sponsor an event, and charge for events. Per financial records, the best 2-fundraisers were the youth nights (dances) and the car raffle. It was stated that Rock-Fest does not have the insurance to host youth nights any longer and the car raffle took several volunteers that we now lack.
- It was recommended that businesses who promote on the flyers are to contribute advertising dollars we should be using the prior approved amount. It was thought the committee approved \$300 at a prior meeting. Kathleen will confirm amount and report at next meeting.

Open discussion and suggestions:

Involve – non-profit organizations, parish, and businesses.

Letter required for approval of the school grounds for the helicopter and balloon.

Raffle recommendation – check with Jan Mick

Additional:

It was suggested by Sportsman's Club and or Rock-Fest Committee to have a kid's parade float contest.
Confirm what interest the Sportsman's Club has.