



Johnstown Events Committee Meeting
Thursday, October 27, 2022 - 5:30 PM
AGENDA

1. Call to Order
2. Action on Minutes
 - a. September 29, 2022
3. Setting date for 2023 Fireworks (Saturday July 1, Sunday July 2, Monday July 3)
4. Commitment to Hamburg as vendor for 2023
5. Food Vendor Updates
6. Entertainment Update - Music Discussion
7. Initial Budget View
8. Local Partnerships / Scope of 2023 event
9. Sponsorship Offering: Update
10. Set Next Meeting
11. Other Business
12. Adjourn



Johnstown Events Committee
Thursday, September 29, 2022 - 5:00 PM
MINUTES

1. Call to Order

Chairman Ben Lee called to order the Events Committee for September 29, 2022 at 5:06 pm

Members Present - Ben Lee, Janet Piper
Absent - None

Staff present - Rusty Smart, Teresa Monroe

Public present - None

2. Action on Minutes

a. June 30, 2022

ACTION: Ben Lee moved to approve as written; Janet Piper seconded and all were in favor.

AYES: Lee, Piper

NOES: None

ABSTAIN: None

Passed 2 - 0

3. Feedback review (from last scheduled meeting)

Will talk through this another time.

4. Food truck & entertainment discussion

Ben Lee said the draw this year was that it was a bigger event and was more coordinated than in years past. He said he would like to have another hook next year to bring people in. Can continue to have conversation around bounce houses if another entity wants to be involved. He has two phone numbers for two local sky diving places, he would like to continue with the idea of someone jumping in, committee and staff were favorable to investigate cost and insurance liability. The number of food trucks and types of food was good this year, face painting was also a hit. Discussed having a vendor to sell light-up items. Ben will send emails to vendors asking for interest next year. Continued discussion on charging food trucks going forward; decision to charge a flat rate of \$150.00

5. Sponsorship details

Ben Lee said he has had conversations with Tim Swauger and Phil Wagner and there is favorability for a partnership with the schools on sponsorship, particularly at the "Diamond" level. Tim Swauger brought up hosting the Diamond level event sponsors in the press boxes. Discussion on having two sponsors at that level and splitting the money with the school, they have been generous with their facility, electric for the event and staff. Ben to forward discussion points to Dr. Wagner to present to the School Board for feedback. Also

discussed potential business sponsors and the Chamber of Commerce with Jesse Coppel. Continued discussion on what would be included with each sponsorship level.

Diamond level; sponsorship at \$5,000 includes scoreboard advertising, announcement of sponsorship three times during event, reserved parking spaces, press box seating and food vouchers

Platinum level; sponsorship at \$2,500 includes banner placement, scoreboard advertising, announcement of sponsorship three times during event, reserved stadium seating, food vouchers

Gold level; sponsorship at \$750 includes announcement of sponsorship four times during event, placement of provided banner (discussion on size)

Silver level; sponsorship at \$250 includes announcement of sponsorship, placement of their own banner

Ben to get with Digital Impression on banners and to make larger signage for no parking and handicap parking.

6. Other Business

Recap: Ben Lee to reach out to the food vendors for feedback and to let them know about the \$150 flat rate charge, will reach out on the skydiving and check on the insurance, and reach out to Digital Impression to check on banner pricing and signage.

7. Adjourn

ACTION: Ben Lee moved to adjourn; Janet Piper seconded and all were in favor.

AYES: Lee, Piper

NOES: None

ABSTAIN: None

Passed 2 - 0

Meeting adjourned at 5:47 pm