



October 5, 2023 Meeting Minutes
Larkspur Chamber Cabin

APPROVED 11/9/2023

Board Members

Bonnie Schwam, President, present
Dennis Beshear, Vice President, present
Peggy Whalen, Treasurer, present
Christian Phelps, Secretary, present
Rob Soucek, Membership Director, present by phone

Guest Attendance:

Dennis Gutenberger
Megan Jones, by phone

Call to Order at 12:39 pm

Approval of Minutes - Christian/Rob

- **Motion to approve the July, August and September minutes: Moved by Peggy, Seconded by Dennis, motion carried**

Financials Report by Peggy:

- Paypal amount of \$5,000 has been moved to Community Bank
- Paypal balance \$1,831.82
- Community Bank balance \$24,902.35
- All expenses have been paid except the reimbursement to Peggy for AACF advertisement (see motion below)
- Upcoming expenses:
 - Tree Lighting: Lift and Signage per tree for new members
- **Move to approve the financials as provided: Motion by Dennis, Seconded by Christian, carried by all**

Budget Reports & Updates from Jennifer:

- Fischer Investments was billed \$250 to sponsor half of the face painting at the AACF. The invoice has been viewed but has not been paid.
- I added the other security check paid to Isaac Vogel as an expense even though it has not cleared the bank yet.
- The financial reports as of and through 9/30/23 attached in email
- The Balance Sheet report is now called the Statement of Financial Position.
- The Profit and Loss report is now called the Statement of Activity.

- I also attached the transaction history report through 9/30/23 which shows all transactions for 2023 in case there are questions. The report is 20 pages but saved as a PDF for easy viewing.
- I am also attaching the Membership spreadsheet which I'll only send at month end unless there are changes.
- I am discontinuing my weekly update unless there is interest in my continuing to do so
- I will update the group more frequently once we get closer to the Tree Lighting.

Committee Reports:

Autumn Arts and Crafts (AACF) by Dennis G and Megan

- Vendor Booth fees were \$75 a day for non-members; \$50 a day for chamber members and will not change for next year
 - *Kid Zone could be a different vender pricing - TBD (Kid Zone requirement under 16 of age)*
 - Offer Early Bird Discount - Offer vendors to sign up before the end of this year
 - I had many artists telling me that they were ready to sign up for next year.
 - **ACTION** - Coordinate with Stephanie to send this out to all the vendors (300) in our mailchimp list by the end of this month.
 - Early Bird Pricing:
 - \$50 per day for non-members
 - \$35 a day for chamber members
 - Early Bird Pricing for ONE DAY VENDERS:
 - **Moved to add \$10 to the early bird and regular registration one day booths, Moved by Peggy, Seconded by Dennis, carried**
 - \$60 per day for non-members
 - \$45 a day for chamber members
- Dennis G Recap Report
 - It was a successful festival overall, more booths than expected and had a lot of good help
 - Attendance - 1100 - 1200 for both days
 - Saturday attendance was greater than Sunday
 - Need to focus on increasing attendance next year through advertising
 - Need information and posters out earlier than this year
 - Need to set an advertising budget: *suggesting \$1000 as a minimum budget for next year* as it looks like we spent around \$600 this year.
 - Get more members involved as our membership increases.
 - One Day Venders - One day vendors were placed on the ends not in the middle
 - Saturday had 13 one day vendors
 - Sunday had 8 one day vendors
 - *Suggestion to keep one day vendors together*
 - Posters - really liked the larger signs Yolanda did
 - *Recommend using her to do the 9x12 signs again*
 - Like the size of the 9x12 signs, they worked better
 - Layout - Need to be careful with layout of how far we spread things out

- Planning - Need to be reviewing the layout and changes now before the end of the year
 - **Moved to host next planning meeting November 8th at 5:00 pm at the Cabin: Moved by Dennis, Seconded by Christian, carried**
- Advertisement Reimbursement - Peggy Bodie paid out of pocket for an AACF advertisement
 - **Move to reimburse Peggy Bodie for \$157.25 for advertisement spent, Moved by Christian, Seconded by Dennis, carried with copy of proof sheet/invoice provided to Bonnie for payment**
- Megan's Recap Report:
 - KidZone- *Recommend creating the kids zone closer to the playground where parents can keep kids corralled better and have eyes on them at the swingset*
 - Possibly Include a Bubble Machine for ambiance
 - Chamber Booth - *Suggest moving the Chamber booth away from the pavilion and create a booth specifically for the chamber near the entrance, so that I can better welcome guests and have our Chamber Logo displayed better.*
 - Beer Garden- *Recommend decorating the Pavilion with additional string lights and tables, for an adult friendly drinking zone with shade and seating*
 - Food Trucks- *Have 2 different Food Trucks Planned and scheduled for each day (in case one is a no show we would have a back-up, and some additional options)*
 - The Sunday Food Truck was a no-show due to truck issues
 - *Recommend MITP help book food trucks for Autumn Fest as they are talking with them and booking them for MITP*
 - Sunday Burritos - *Coordinate with Charritos for Sunday Burritos ahead of time, have the burritos prepared and offered during the start of festivities on Sunday*
 - *Would like the breakfast burritos be a fundraiser for a non-profit organization*
 - *Have the breakfast burritos available for vendors both Sat and Sun morning at 8AM.*
 - *Peggy W mentioned that we used to get them from Dos Amigo's on north Wilcox St in Castle Rock not Santiagos. They're only \$2 there and we sold them for \$4 or \$5. Totally agree with offering that to a non-profit for fundraising.*
 - Farmers Market Area in the Cul De Sac--- *Suggest having a Farmers Market/Harvest Zone (Kelly's Produce and MK Meat, as well as other food options or food vendors)7.*
 - Live Music - *Suggest budget Increase to \$300/per day and get some good bands lined up*
 - *Suggest MITP help secure bands when they are booking for MITP*
 - *Move artists further back from music*
 - *Possible beer garden/music area*
 - *Introduce Booths - Have Each booth come up with a short description of their offerings and any sales or specials to be read by the MC- Band Throughout the day. Ex: Spotlight on: Guritz Galleries. This fine art booth*

is displaying a series of acclaimed artist LEROY NEIMAN and is offering a drawing for a complimentary exterior window wash done by Braydex Wash Works. Come Check things out by the pavilion at booth 10....

- Layout Overall - Need to review and make changes
 - *Move Booths further from the stage* and have a bohemian style area with additional tables and chairs to enjoy the live music.
 - Vendors complained of music being too loud near their booth, but when the music was turned down it was not able to be heard throughout the park
- Sponsorships - Have a goal of *8-10 Sponsors* and seek more non-arts and crafts booths for each sponsor table.
 - For example... \$300 for a booth and sponsorship for the weekend. \$150 would go to the booth rental and \$150 would go into payment for music, face painter, bubbles (Face-Paint) and advertising
- Tax Report Sheet - *Recommend tax reporting sheet mentioned ahead of time to vendors*
 - Have ready for distribution along with booth assignments email a week ahead of time, and ask to have it turned in at the end of each day.
- Hayrides - *Look into offering hayrides by the cabins.* This would help spread out the festival and if the cabin owners could be present and available during the fest this would be fantastic exposure.
 - Look into and research
 - Need to be careful for liability reasons
- Tee-Pee - *Suggest setting up by Marvin near the hayrides and cabins*
- Vendor's - *Suggest recruiting more artists at other fests throughout the year*
- On-line Sign Up - Did not get notice when someone completed the on-line application to sign up
 - **ACTION** - Dennis to make sure the on-line sign up application is sent directly into the email boxes of Committee Chairs, Chamber President and Treasurer
- Additional Comments
 - Security - *Suggest adding a security to the budget in the amount of \$800*
 - Putting up and Taking Down Signs - *need more people/volunteers*
 - Volunteers - *Need list of opportunities and times* to create a list to send out earlier for volunteers and students to sign up. This is a great opportunity for students to get community service hours.
 - Bottle Water - *have available for purchase*
 - Food for Vendors - *Work with Mindy at the Spur ahead of time* to be able to deliver food to vendors (easy ordering and payment that includes a tip)

Christmas Tree Lighting Committee by Peggy

- Confirm the name of the event:
 - **Moved that the event be called “Holiday Magic Happens with Tree Lights in the Park”, Moved by Peggy, Seconded by Dennis, carried**
- MC of the event will be Bonnie and Dennis

- Music and giveaways (500) will be provided by Dave Garner
- Banner across the road, tabled
- Grinch - would only consider having a Grinch if someone already had the costume and agreed to be vetted if they were not a chamber member
- Santa Mailbox - will be placed at the MR Hauling tree
- **ACTION** - Dennis set up the Tree Lights on-line application so that it gets pushed/emailed to Christian to update the 2023 Tree Spreadsheet
- **ACTION** - Peggy will find out what Star Hitch Wagon wants to do at the event
- Larkspur Veteran's Memorial - will not have trees decorated by have signs placed directing to that area
- Nonprofits - Pay for their trees with the except Historical Society and LFVA and Larkspur Elementary due to their long standing support and involvement with the chamber and this event
- Chamber Members do not receive discounts on trees, however ONLY CHAMBER MEMBERS are being **offered first choice on trees up to October 27th**, after that date non-members or families can select and pay for a tree that they can decorate.
- Cabins - There are two cabins (\$150 each) to choose to decorate, however they currently are not available to be opened to decorate on the inside

Membership Committee provided by Bonnie & Peggy

- Peggy has secured the following new members
 - H3Painting
 - Larkspur Corner Market
 - Larkspur Outdoor Maintenance
- **ACTION** - Dennis add the above new members to the Membership Categorized Mixer Call List after confirming membership payment with Jennifer
- Make calls to members to remind them of the **Mixer - Tuesday, October 10th at Bill & Debbie Fishers**
 - Bring Door Prize Giveaway and Introduce your business at the event
 - Bring items for Swag Bags
 - Available trees are flagged for you to go and choose your tree to purchase for the Tree Lights in the Park
- Need someone to come alongside Rob to bring in new members
- **ACTION** - Christian will work the sign in table
- **ACTION** - Rob will hand out raffle tickets

Old Business

- Welcome Bags - we need more swag
 - Working on a postcard to drop off at the new residents to contact Bonnie when we can stop by and meet them and give them the bags
- **ACTION** - Jennifer or Peggy to cut a check reimbursing Bonnie for the cost of the new resident list for \$10.00
- Website - Continue to review for updates, bugs and changes. If you see something, say something!
- Log Cabin Chats - Need to get people signed up for log cabin chats for Tuesdays at 10 am. Need to make sure they are able to be uploaded.

New Business

- Board Member - Need another board member (Member at Large)
- Mixer for November 14th - McKillip and Associates in Castle Rock
- Holiday Mixer and Elections for December
 - **ACTION** - Peggy will reach out to Mindy at the Spur (December 12)

Items TABLED to be added to next meetings AGENDA:

- Music in the Park Committee Recap & Report
- Need to determine payouts for new members brought in, tabled to next meeting
- Need better payment options. Recommend look into Venmo - add to agenda for next meeting
- Review of membership levels (golf component) (Chamber bucks) (Next meeting review chambership levels and adjust accordingly before the end of the year!), tabled for next meeting
- Clean up of storage units - Need to set a date and time

Meeting Adjourned 2:12 pm