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**Vice-Mayor Peggy Ruth**

**Community Development Committee Meeting Minutes  
Tuesday, January 14, 2014**

**I. Call to order**

The meeting was called to order by Chairman Valorie Buck at 6:00 p.m.

**II. Roll Call**

Attending Members:

Valorie Buck  
Jimi Chappell  
Richard Lee  
Aaron Ritchie  
Peggy Ruth  
Michelle Trawick (Interim Secretary)  
Stuart Way

Absent:

Rhonda Bogard  
Lee Buck  
Mayor Childs  
Lucas Decker  
Tiffany Woodrow  
Jason Woodrow

**III. Meeting Minutes for August 13, 2013.**

Chairman Buck asked for a motion to approve the meeting minutes from August 13, 2013 as presented.

Richard Lee made the motion to accept the minutes as read.  
Peggy Lee seconded the motion.

All approve by saying "Aye."

The meeting minutes were unanimously approved.

#### **IV. New Business**

##### **A. How we are Improving this Year's Festival**

###### **1. Parking**

Chairman Buck advised she is planning to add visitor/volunteer/South end booth parking lot at Bill Wilson's field and is also planning to move the main vendor parking to the Randy Head property for easy access in/out festival.

Aaron Ritchie offered to check with Trail of Tears/Cherokee Nation to see if they would be interested in providing an exhibit for the grassy area. Chairman Buck approved and then advised if they want to sell something to raise money for their organization they would need to pay a booth fee.

Chairman Buck asked for a motion to approve three food courts/scattered refreshments in the layout of the festival site available for attendees.

Stuart Way made the motion.

Aaron Ritchie seconded the motion.

All in favor signified by saying "Aye."

The motion passed unanimously.

###### **2. Breakfast**

Chairman Buck mentioned that the PVVFD will be hosting breakfast for purchase at Bill Wilson's, main festival entrance. Their proceeds will benefit the Fire Department.

###### **3. Ice/Money change for vendors**

Chairman Buck said she will be contacting Heritage Bank regarding their being the money vendor, she also contacted Ralph White at 49 Market about Ice. The Back-up plan would be the Town offering ice in the shade of the pink house for purchase as fundraiser; Michelle Trawick offered to help with the Bank contact. Jimi Chappell offered her freezer at the barn to help store ice.

###### **4. Participation**

Chairman Buck informed...

- Sponsorships are NEEDED NOW we need to pass out sponsorship forms (shopping bag spots a must).
  - Aaron Ritchie offered to go to Bowling Green, KY and bring back wooden barrels. He said he could get them for \$45 each.
- Vendors also need to REGISTER NOW to avoid late fee we need someone to spread the word and pass out forms.

- Publicity announcements: Cooper of the Year Contest, Corn Hole Tournament.
- Tractors – Chairman Buck contacted RCATA (can't), kids pull (Long Hollow & Mont Co considering)?
- Cooper of the Year contest needs someone to find ways to spread the word/encourage participants. Rules and Regulations were discussed as well as prizes.
- Corn-hole tournament needs someone to find ways to spread the word/encourage participants.
- Ideas were encouraged in order to grow the Kids Zone.
- After hours concert -- Chairman Buck updated the committee regarding Compassion International's desire to produce an evening concert. They agreed to provide the acts and pay for the advertising. Discussion ensued regarding legalities surrounding this kind of addition to the festival.

#### **5. Barrel Fest 5 Mile Run**

Chairman Buck made the committee aware there is a new event attached to the Festival. She said that Coopertown's Building Commissioner, Vicky Bumgardner, is organizing the run.

#### **6. Marketing**

Chairman Buck updated the committee regarding...

- Trade with Rob Co Times (\$600 value = \$0 for us)
- Nashville Scene – she questioned...should we incorporate this since it is CMA week? \$500 package OR consider...
- I-24 Digital Billboard in Nashville, \$400 for 1 week or consider a radio package with WSIX
- I-24 Exchange = \$250, 2 weeks
- Bargain Browser = \$724, 1/2 pg. color (should we cut back here?)
- Present Need: help distributing vendor registration forms; social media
- Other media options were discussed i.e. Tennessee Crossroads and WSM

#### **7. Misc. Discussion/Delegation**

Jimi Chappell offered to help with the pre-event promotion of the silent auction items i.e. the Branson trip. She also mentioned an interest in making recycling receptacles available for the event. Michelle Trawick offered to check into it.

Aaron Ritchie suggested a Volunteer Library for the town based on the honor system. He also mentioned a Coopertown competition i.e. a scarecrow contest or Christmas lights contest, or a Coffee and Donuts meet & greet in the City Hall parking lot possibly in the spring. He also suggested a community game night once a month.

#### **V. Old Business**

None

**VI. Adjournment**

Chairman Buck asked for a motion to adjourn the meeting.

Stuart Way made the motion.  
Aaron Ritchie seconded the motion.

All in favor signified by saying "Aye."

The vote passed unanimously.

The meeting adjourned at 7:21 p.m.

Notes generated by Sharon Allen, City Clerk.  
These minutes are respectfully submitted by:

\_\_\_\_\_  
Secretary

\_\_\_\_\_  
Date

2/11/14