



The Town of Coopertown  
2525 Burgess Gower Road  
Springfield, TN 37172  
615 382-4470

**COOPERTOWN  
COMMUNITY DEVELOPMENT**  
February 12, 2013

## Meeting Minutes

### **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, Chairman  
Jimi Chappell  
Lucas Decker  
Linda Lee  
Betty Winters

Also Present:

Jeff Alsup, Honeysuckle Hill Farms  
Ed Byus  
Mike Ellis  
Josh Rice  
Elizabeth Wells  
Don & Judy Combs  
Margaret & Jeff Fawbush  
Tiffany Wondrow  
Rose Wooten, Here and There, This and That

Absent:

Lee Buck  
LeRoy Canfield, Vice Chairman  
Sam Childs, Mayor  
Jim Decker  
Barry Hall  
Luwana Hall  
Rick Webb

### **III. Approve Minutes for January 8, 2013.**

Chairman, Valorie Buck asked for a motion to accept the meeting minutes from January 8, 2013.

Lucas Decker made the motion to accept the January 8, 2013 meeting minutes.  
Linda Lee seconded the motion.

All in favor signified by saying "Aye."  
The motion passed unanimously.

Approval of December 11, 2012 minutes tabled until next meeting.

#### **IV. Old Business**

Chairman, Buck spoke regarding the progress of plans for the Coopertown Barrel Festival, on June 1<sup>st</sup>. She mentioned Media Awareness, Volunteers, and Sponsorships.

Chairman Buck asked for a vote to approve Old Business.

Lucas Decker made the motion.  
Linda Lee seconded the motion.

All in favor signified by saying "Aye."  
The vote passed unanimously.

#### **V. New Business**

##### **1. Update on Vendors and Sponsorship Participation.**

- Chairman Buck asked committee members to broadcast the need for vendors.
- She mentioned there will be a "Kid Zone" with inflatables, barrel races, live music, a corn-hole tournament, bingo, checkers and a rock wall.
- Greenbrier Distillery would like to be involved and are planning a booth & small sponsorship.
- The Commission for Culture History & Arts will be involved and there will be several heritage exhibits to do with barrel making.
- Artwork for Marketing Materials -- Valorie mentioned a graphics designer from Mollie B Art is donating their time to create banners, posters and flyers for the festival. She displayed copies of the proposed artwork.
- Volunteers -- Rose Wooten offered to be in charge of getting Cub Scout Troops & Girl Scout Troops to work at the festival as volunteers.
- Sponsorships -- Sponsorship forms were handed out and members were encouraged to solicit sponsors for the event.
- Valorie introduced Jeff Alsup from Honeysuckle Hill Farms.

Mr. Alsup questioned the date because of The Taste of Country in Springfield which is the next weekend. He was advised the June 1<sup>st</sup> date is firm.

He went on to address "The Kid Zone" which will function as a

fundraiser via \$3 armbands for entry. They will also be providing Kettle Korn, and logoed Water Bottles to sell as a fundraising effort. They will provide the cow train, generators for power, face painting, wheel barrow races, barrel races, etc. for the Kid Zone. He advised he is also talking with Lowes regarding a booth to instruct kids crafts.

- Valorie advised that Mr. Marlin with Springfield Guitar will be in charge of booking musical talent for the Springfield Guitar Stage.

She also shared that Mr. Marlin is involved in Camp 270: Sons of the Confederate Veterans (it is the 150<sup>th</sup> anniversary of the civil war) and he wants to do some sort of live educational program during the festival.

- The Trail of Tears involvement was mentioned and Valorie advised one of the City Hall staffers was planning to contact them.
- Valorie mentioned she has a gentleman who has a lot of Indian artifacts who is considering participating.
- Valorie announced that Mr. Fawbush will be providing sound equipment for the music stage. Jeff Alsup offered to help provide generators.

- Marketing Budget vs. Sponsorships

- Elite Signs (Donnie Gill) will be giving us a quote on banners and may possibly sponsor one of them.
- Mollie B Graphic Design will donate flyers.
- Posters will need sponsorship dollars.
- The Bargain Browser ad is dependent upon sponsorship.
- The Hand fans quote is \$.22 each which comes out to \$226 and will be entirely dependent upon sponsorships.
- Potential sponsors are: Jack Daniels Distillery, Pizza Hut, and Chappell Acres.
- Other marketing options:
  - Distribute flyers at the schools prior to summer break
  - Word of mouth
  - PTO may be involved and place the festival on their website
  - Distribute flyers to library, gas stations, etc.
  - Follow up calls
  - Ask for donations/items for the silent auction or raffle.
  - Jeff Alsup offered to place flyers on cars during the HHF April event.
- Need Volunteers for:
  - Registration tables
  - Customer Service

- Will try to recruit
    - Cheer Leaders
    - Scout Troops
    - Men's Club
    - The Beta Club
  - We have the trip to Branson that Ms. Jimi Chappell donated for raffle.
  - Gordon Rhodes – Stage Manager
  - Photographer
    - Jim Bellis
    - Smokey Barn
2. Other Fundraising options:
- Calendar we could create, print & sell.
  - Yard Sale at City Hall.
  - Contact Churches and ask for assistance.
3. Proposed Coopertown High School:
- a. Mike Ellis requested the committee members call school board members and county commissioners requesting support of a High School in this area (funding available in 2014).
4. Town of Coopertown Brochures
- a. Valorie created the brochures displayed.
5. Summer beautification day/picnic.
- a. Frierson Chapel & Cemetery.

## VI. Adjournment

Chairman, Valorie Buck asked for a motion to adjourn the meeting.  
Linda Lee made the motion to adjourn.  
Lucas Decker seconded the motion.

All in favor signified by saying "Aye."  
The vote passed unanimously.

The meeting adjourned at 7:20 p.m.

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

Betty C. Winters  
Secretary

3/12/13  
Date

The next meeting will be held March 12, 2013.