

HENNIKER CONCERT COMMITTEE  
Meeting Minutes 4/2/2024

Attendees: Denise Conrad, Jennifer (JLo) Lopez, Lee Kriester, Taylor Carroll, Karol Dermon, Ruth Zax. Eric Fielding (zoom)

Meeting called to order by Ruth at 6:45

Meeting ended 8:00 pm

1. March 12 Minutes. One correction. 21 Friends, not 23 committed. Jlo motions/ Karol seconds. Approved.
2. Report from Chair – Ruth
  - a. Town meeting went well. No issues with our portion of the Operational Budget. Approved. Ruth, Taylor, and Karol attended.
  - b. Sponsorship Update. We have received checks from all but two sponsors. Ruth has followed up and received assurances they are in the mail.
  - c. Contracts are coming in. So far one group has asked for separate checks to avoid tax consequences.
3. Food Vendor- All dates accounted for except July 16<sup>th</sup> – BBQ. Eric to follow up with Dollar Shy Farm. All vendors have applications, but none have been received yet by Ruth. We discussed Lions Club potentially doing Strawberry Shortcake on June 11<sup>th</sup>, the night they are sponsoring. The committee voted unanimously not to charge the Lions Club nor take the 10% discount. Abigails would be the official vendor that night. Vendor sub committee to meet with Abigails to be sure she has the capacity to be the primary vendor on June 11 and August 27. She had indicated to Jlo she saw herself as a secondary vendor, selling beverages and pastries. Committee needs clarification.
4. VIP reception. Ruth to coordinate a planning meeting for she, Jlo and Jack to plan the 2 receptions (June 11 – sponsors, August 27 – Friends). Will reach out to local places to cater.
5. Marketing/Public Relations. Jlo, Taylor and Ruth met to establish plan and get moving on promotion.
  - Jlo and Taylor will coordinate social media.
  - Ruth print media including gathering logos, corporate statements from sponsors, updated band photos, press releases, etc.
  - We will send out the Friends application to the town website with a link to our Facebook page.

- 5 x 7 flyer with schedule and sponsors/co-sponsors/friends to be printed for Henniker Handmade and Homegrown. Possibly putting a Your name here in the box and printing a limited number of copies.
- 2024 predominant color selected by full committee - green
- Eric to contact Sarah Keniston at Lions Club to see if they will hand out our flyers at their Craft Fair

6. Henniker Handmade & Home Grown – May 11 and 12.

Theme to encourage more friends to sign up “With a Little Help from our Friends” Ruth to create a table sign. We will have the 5 x 7 flyers and stickers there. Eric suggested a piece of artwork he has of the Beatles Abby Road facsimile, but the committee decided against that. We will use our recently purchased pop-up tent and set it up the night before. Our plan is to do Saturday only. Lee will bring photos and we will use the white boards to display. Denise will get stickers printed. We are going to make them generic (no date) so they can be used for several years.

Committee staffing: Denise & Lee 9 – 11  
 Taylor & Ruth 11 – 1  
 Denise 1-3  
 Jlo 3-5

Jlo to reach out to potential volunteers to help.

7. New Business

Stuff needs to be moved from Ruth’s barn to Community Center. We agreed to meet at Ruth’s Saturday, April 27<sup>th</sup> 10 AM to transfer everything and set up the Community Center office.

There is outdoor power our vendors can use on the NEC building.

Decision regarding indoors/outdoors for concerts based on weather forecasts needs to be made 24 hours in advance if there is a Selectboard meeting that night. Also, the band and vendors need to be notified of changes due to inclement weather. Decision should be made by committee, not the band.

**NEXT MEETING: Tuesday, May 21, 2024 – 6:30 PM, SuperScoops**

Submitted by Clerk pro temp: Denise Conrad