

**Ashland Redevelopment Authority  
Music/Arts Festival Steering Committee  
Meeting Minutes for January 9, 2014**

Team present: Enzo Scalora, Steve Mitchell, Bonnie Mitchell, Kevin McGuire, Glenn Heywood, Isaac Sterns.

Others: Mark Juitt

The meeting was called to order at 7:10 PM by E. Scalora

Purpose: To take a leadership role in identifying the demand for a music/arts festival for such a town wide event, and also to evaluate budget, schedule, and logistics associated with putting on this event.

Goals:

1. Create a sustainable model for continued success.
2. Ensure that the event supports the mission of making downtown a cultural destination.
3. Develop a program that is diverse and inclusive to all residents in Ashland.
4. Create a destination where businesses and residents can connect.
5. Demonstrate a commitment to showcase local artists.

Positions:

1. Chairman, Enzo Scalora
2. Vice Chairman, Steve Mitchell
3. Secretary, Kevin McGuire

Division of Labor (Primary responsibilities are listed below):

1. Programming- Bonnie Mitchell, Kevin McGuire, Isaac Sterns
2. Fundraising- All
3. Logistics- Glenn Heywood, Steve Mitchell
4. Media/Marketing-Mark Juitt, Enzo Scalora

Notes:

- Based on the experience with the Farmers Market, it was determined that this event could be planned for September or October of 2014.
- The committee was confident that this event could attract 1000 people or more. (post meeting note: Determine how we best evaluate demand as part of this feasibility study, i.e survey, quick focus group, word of mouth?)

- Initial thoughts are that the event starts at 11am and ends at 7pm with various activities throughout that attract different demographics.
- Determine if there is a headlining act like Guster, that can attract some additional people from surrounding towns.
- It was agreed that the music festival is the lead festival due to higher demand. Evaluate how to best incorporate some other cultural/arts into the music festival.
- It was determined that 1 location for the event would be most beneficial to keep down costs and better manage logistics. Downtown or Stone Park were preferred.
- Steve Mitchell indicated that Joe Magnani who is part of Ashland Day committee suggested that the music/arts festival be on the Sunday after Ashland Day. The benefit to this would be that the Music Festival could utilize tents and other equipment, and the Town can make a weekend of the events. This idea was well received by the steering committee. If Stone Park becomes the final preferred location, evaluate how to best connect to downtown, if at all.
- The committee felt that alcohol sales were a 'nice to have' but not a 'must' for this event to be successful. Further, alcohol sales on public property is problematic. If the committee wanted to incorporate this, we could possibly have some bands within Stone's and Kelly's in order to rotate people indoors should they want alcohol.
- Evaluate if street closures are needed for event to spill over into the street.
- Sponsorships are definitely needed and most likely ticket sales to generate enough revenue to make this sustainable long term. The committee felt that seed money would be needed to get this first event off the ground. We discussed BAA grants and meals tax revenue as possible seed money. Further, any profits would go back into doing the event yearly or other events.
- Evaluate parking issues. Possibly have remote parking to force people to walk through downtown.
- Volunteers would be needed to support this event. Evaluate quantity of volunteers and how to gain interest.

#### Future Meetings (7PM-8:30PM):

- January 23<sup>rd</sup>
- February 6<sup>th</sup>
- February 13<sup>th</sup>
- February 20<sup>th</sup>

Meeting Closed at 8:05 PM.