

BIKETOBERFEST® ADVISORY COMMITTEE MEETING

Wednesday, June 24, 2020 • 10:00 AM • Virtual meeting using Zoom Video Conferencing Software

The regular meeting of the Biketoberfest® Advisory Committee was called to order by the Chair Tom Guest at 9:00 a.m., June 24, 2020. Jennifer Sims took attendance. The following Committee members were present: Tom Guest, Bob Davis, Theresa Doan, Brian Holt, Turner Hymes, Janet Kersey, Maria Mojica, and Will Rossmeyer.

Guests:

Rose Askew, Jennifer Bennett, Robert Burnetti, Nate Cheeley, Shannon Dembala, Chuck Eitel, Jamie Holden, Rick Johns, Phaedra Lee, Scott Lee, Tammy Lucas, Terri Montgomery, James Morris, Anthony Murphy, Dean Pepe, Jennifer Pipes, Tim Riddle, and Denzil Sykes

Staff Present:

Lori Campbell Baker, Kay Galloway, Kate Holcomb, Steven Pike, Hope Sarzier, and Jennifer Sims

Approval of Minutes

Tom Guest asked if the Committee or the public had any comments or questions.

Motion by Maria Mojica to approve the January 30, 2020 minutes. Second by Theresa Doan. The motion passed 8-0.

2020 Biketoberfest® Master Plan Review

Jim Morris, Rose Askew, and Terri Montgomery presented the 2020 Biketoberfest® Master Plan. All Master Plan applications were collected and reviewed by CVB staff and submitted to City Staff. In addition, missing documents and edits to applications were collected/fixed before the meeting. Jim Morris stated that one condition of Master Plan approval is that the business has an active Business Tax Receipt for the coming year when they participate in the October event.

The Committee and City Staff discussed the 2020 Biketoberfest® Master Plan. Tom Guest asked if the Committee or the public had any comments or questions on the 2020 Biketoberfest® Master Plan as presented. Hearing none, he entertained a motion to approve the 2020 Biketoberfest® Master Plan as presented with contingencies to be corrected by August 28, 2020.

Motion by Theresa Doan to approve the 2020 Biketoberfest® Master Plan as presented with contingencies to be corrected by August 28, 2020. Second by Turner Hymes. The motion passed 8-0.

Marketing Update

Kay Galloway presented the marketing update for Biketoberfest® 2020. The CVB is keeping an eye on other rallies to see what is taking place. Marketing for Biketoberfest® 2020 will be done using the CVB's owned assets to communicate with the audience through social media, blogs, press releases, eNewsletters, and information on Biketoberfest.org.

New Business

Galloway reminded the Committee to load any events for Biketoberfest® to Biketoberfest.org.

Public Participation

None

Adjourn

There being no further business or public participation, the meeting adjourned at 11:07 a.m.

Submitted by Jennifer Sims, Marketing Systems Manager