

McCleary Bear Festival

January 19, 2021

Online Zoom Meeting

Agenda

- Call to order 6:12pm - meeting adjourned 7:10pm

Attendees: Karen Waddington, Tanya Beavers, Sammi Cody, Amanda Lewis, Christine and Nathan Johnston, Bethany and Taryn Ferrier, Rose and Lola Van Blaricom, Ginger Young, Sarah and Cameron Daniels, Gloriann Robinson, Brycen Huff,

- **Treasurer's report -**

Sammi will be handing things Gloriann this weekend

Savings: \$9,434.01

Checking: 5,590.03. This does include hold over vendor fees. Once we get approval from Tanya and Karen, Sammi will create another account to move this over, so if vendors want a refund, we can process this.

CD: \$8,710.59

This does include \$1,000 from the city. We received these funds from the city and COVID-19 relief and want to thank them for helping us with this.

- **Santa Boxes and event**

Sold about 30 breakfast boxes, 14 trees we auctioned off from folks in the community and businesses. There was only one family who came in to preview the trees, so this wasn't popular as they were also there to pick up their santa box. Overall it went pretty smoothly. After tree expenses and supplies we made \$1,242.32.

Last year after expenses we made \$1,591, so not too much of a difference. Tanya mentioned it's still important to be active in the community and have a presence. There were several people picking up trees that she didn't recognize, and shared they hadn't heard about the auction in the past, which is great.

Karen also shared she received a letter from a community member stating they weren't in the Christmas spirit this year, and that they won a tree and a santa box and that it was a wonderful gesture and made a huge difference to them.

- **Auction**

March 13th, confirmed with Holly and the VFW is reserved

Sammi spoke with Gloriann and Tobie about the potential of them helping to chair this event and help lead collecting items. Gloriann stated she'll have to talk about this further with Tobie, but would be interested and need some guidance. She also mentioned if dining will still not be fully open, to look at the possibility of having

outdoor dining, using our tent, and she had offered to use hers as well. Tanya will also send contacts to Gloriann for folks who have expressed interest in helping too.

Sponsorships and getting donations

Are we going to approach this differently this year? Sammi shared Linda Thompson sent out a letter to friends, sharing the need for donations and support. This turned into a lot of donations, so the concept of breaking out entertainment on the stage; marketing that normally we have x amount of acts and they range in price. Break it up for one act, having smaller chunks, and advertising we're looking for sponsors to help in each of these areas. Donations can be any size as we think folks may opt to be more supportive if they can donate a smaller amount instead of all entertainment.

Folks are wanting a sense of community.

Presenting a letter to the community, with pre recorded videos with the royalty, talking about the importance of the festival, letting the community know how much this means to them and the work they are still doing as we go through the pandemic. Tanya said she loves the idea of getting royalty out in the community. Anything we can do for them to get out there. It is great for them, since they haven't had the full experience of royalty, so the more we can do to plan events for them, as well as our interaction with the community.

Tayrn and Koral have done a great job coming up with ideas, Tanya commending them on this effort.

Sammi also mentioned this is something we want to have the junior royalty a part of this as well and wanted to see how it went first. They haven't been forgotten and will fold them in. Tanya stated we will come back together with the board, making a list of items for sponsors, breaking it out to share with the group.

Gloriann stated to share and dates of events, planning that is scheduled out.

Royalty came up with a fundraiser they would like to do for Valentines Day. It is a vase that would look like an ice cream sundae, filled with m&ms, salt water candy, cherry is lindor chocolate, and a curly straw that is edible. Karen is making the flyer. Each vase would be under \$5, selling them for \$10, making a little bit of a profit. oral will post flyers around town and on social media. Pre-order, then royalty would hand deliver Sat the 14th, similar to the May Day flowers.

Taryn and Koral went to Gordons handing out goodies on New Years. In an hour they raised \$200. The girls were in their gowns. It went great. We have had to raise additional funding for tires so we can continue to travel to parades.

Someone brought up the idea of doing something similar to the Santa Boxes for Easter, generating ideas and if this would be something we'd be interested in doing. If there's anyone interested in taking lead on this or have additional thoughts to let us know. Karen added that Sammi did this great 2 page report for us that detailed planning leading up to the festival that include a plan A and B. We can bring this to the group to help identify next steps, and make

modifications as we move forward to accommodate the pandemic and what restrictions there are.

Additional fundraising ideas to let us know.

- Additional items:
 - ❖ Brycen mentioned an avenue to advertise our events, to send this info to the city and they will mention this during Friday meetings.
 - ❖ Tanya let everyone know to keep an eye out on the facebook page, and we'll do our best to keep everyone updated.
 - ❖ Modified parade, inviting local floats, giving the community something if we're not able to provide our normal grand parade.
 - ❖
 - ❖ One thing Sammi mentioned to look out for other ideas, like virtual vendors, ironing out the details.