



## Village Arts Coalition

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VAC Meeting

Date: 01/15/2007

Location: Avalon Building

Board Attendees: Melba Shepard, Ingvar Sodal, Deborah Howard, Marshall Shapiro, Donna Shonle, Chuck Palmer, Steward Hartman, Betty England, Caroline Stepanek, Dave Sander, Anne Vickery, Robert Schaedla

Public Attendee: Bob Cooper

Meeting was called to order by Melba Shepard at 7:31pm.

- A. **Past meeting minutes:** Chuck motioned to approve the minutes from the November VAC meeting, Donna seconded and the motion passed unanimously.
- B. **Stomp Report:** Melba reported that the Jan-Feb 2007 issue of the Stomp is not out yet. She tried to talk to Yannick, but at the time of the meeting it is unclear as to when this issue will be published. After lengthy discussion Steward made the following motion:

“The editor of the Stomp will deliver the formatted version of the Stomp for publishing no later than the 15<sup>th</sup> of the previous calendar month. If the editor cannot meet this deadline, the Stomp will not be delivered to the publisher and the President of the VAC board will be notified.”

Ingvar seconded this motion, and the motion passed unanimously.

- C. **VAC International Festival:** Donna handed out a progress report which explained the current status of the festival. This report is attached. Robert reported that he received a letter from Ellen Cunningham that explains new city requirements for vendors that participate in the festival. That letter is also attached.
- D. **VAC Membership Renewals** are Due: Melba mentioned that the VAC individual membership renewals are now due. Donna collected the dues from the attending Board members.
- E. **Bylaws:** Ingvar made a motion to adopt the new VAC bylaws, Anne seconded and the motion passed unanimously.

- F. **Avalon Update:** Anne made a motion to move into executive session, Ingvar seconded and the motion passed unanimously.
- G. A motion was made to move out of executive session and the motion passed unanimously.
- H. **Next Meeting:** The next meeting of the VAC Board will occur on February 19<sup>th</sup>, 2007, at the Avalon Building at 7:30pm. If you are attending, please park behind the building and use the back door entrance.
- I. Meeting adjourned at 9:23pm.

Sincerely,

## 2007 VAC International Festival Progress Report – 1/5/07

**DATES & TIMES:** The Festival has been scheduled by the City of Boulder for June 16 & 17, 2007.  
Last years schedule was: Fri: set-up tent & floor 3:00 PM  
Sat: vendor set-up 7:00 AM; performances 10:00 AM-8:00 PM  
Sun: vendor set-up 8:00 AM; performances 10:00 AM-5:00 PM

**FESTIVAL NAME CHANGE:** All flyers, PR, grant proposals, contacts etc. will list the festival as: Village Arts Coalition International Festival

**GRANTS:** Anne & I gave the Grant Presentation to the Human Relations Commission. I requested \$2,200 for the 2007 VAC Festival. I have just received notification that we have been granted the full \$2,200. \$100 of this grant is to advertise in Spanish. I filled out the contract, had it notarized, and mailed it back to the Human Relations Commission. I received the card back that they received it and they even sent us a Happy New Years card!

**PUBLICITY:** I spoke with Carol at the Boulder Business Report about advertising the Festival in their magazine. She said that she will have it listed in their next issue.

**SOUND:** I spoke to Will Crary about renting his sound equipment for the 2007 festival.

**BAND:** I spoke to Julie Lancaster about having Barbelfish perform Saturday evening.

**PUBLIC RELATIONS:** I spoke to Betty Butler about doing the PR for the festival again this year.

**DANCE SCHEDULE:** I spoke to Ilana Bar-Or about doing the Dance Scheduling again this year.

**FLYERS:** Robert Schaedla is bringing the flyers to the board meeting to be approved.

**VENDORS:** Robert sent a letter to Ellen Cunningham about being the Vendor Coordinator. He also wrote the letter to be sent to the vendors which I have approved.

**SECURITY & THANK YOU PARTY:** I spoke with Lyn Mead who has agreed to do the Friday evening security jam session and she will also be organizing the thank you party again.

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### **VOLUNTEER STAFFING:**

Festival Coordinator: Donna Shonle

Vendor Committee: Anne Vickery, Melba Shepard, Robert Schaedla, Stan Wilkes

Sound: Will Crary

Public Relations: Betty Butler

Dance Schedule: Ilana Bar-Or

Friday night security: Lyn Mead & Friends

Thank You Party: Lyn Mead

**TO DO LIST:**

**PERMITS:** This month I will work on getting:

- The building permit from the City (send with liability forms)
- The separate Pearl Street Mall permit from the City
- The County permit (send with liability forms)

**INSURANCE:** Get insurance information from Stan to send to the City and County

**EQUIPMENT:** Check and list all festival equipment at Avalon

**RENTALS:** Contact Party Time to rent tent and equipment. What all do we need to rent from them?

**SECURITY:** Ask Ingvar; who did we use last year, was it Tory Korthuis? Should we use them again?

**VOLUNTEERS STILL NEEDED:**

Logistics & Floor Crew: \_\_\_\_\_

VAC Booth: \_\_\_\_\_

Clean Up & Recycling Crew: \_\_\_\_\_

Venocks: \_\_\_\_\_

Decorations: \_\_\_\_\_

Emcees: \_\_\_\_\_

**BUDGET FROM LAST YEAR:**

<b>Expenses</b>		<b>Income</b>	
Postage	\$150	Projected Sales:	
Copying	\$150	Vendors	\$3,750
Advertising	\$400	Cash Donations	\$350
Envelopes, paper, phone	\$90	HRC Grant (Approved for 2007)	<b>\$2,200</b>
Decorations: signs, banners	\$550		
Space rental:		Total Projected Income:	\$6,300
Electricity		-----	-----
Tent permit			
Bathroom cleaning			
Environmental Enforcement		Total income to date:	\$0
County Permit Fee	\$450		
Rentals: Tents, tables, chairs	\$1,600		
Sound equipment rental	\$650		
Security	\$90		
Professional band	\$500		
Health Dept. Fee	\$260		
Food: Set up crew			
Volunteer thank you party	\$350		
Total Projected Expenses:	\$5,240		
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Total Expenses to date:	\$0		

Robert,

Sounds as if you are scaling down the event. I have no issues with your using a part of both the 1200/1400 blocks, as well as the 1300 block. Please be sure that NONE of your vendors compete with existing businesses. We have had issues with Alpaca Connection having to buy a vendor slot because another vendor competes with her. This isn't fair to the existing merchants.

Also, this year we are conducting an event management plan. We will assess the benefit to the community and how professionally the event promoters work with city staff and the Mall staff. This came about because several events were uncooperative last year. If an event does not score a certain # of points, they will have to go before a City audit committee to plead their case for the following year. The Downtown Management Commission supports this plan.

We require a to-scale drawing of the vendor placement, the names of the vendors and other placements for stage, etc. I am happy to meet with you mid-May to get you up to speed since this is the first time you are managing this event. My contact information is below.

Ellen Cunningham  
Operations Coordinator/Pearl Street Mall  
Downtown and University Hill Management  
1500 Pearl Suite 302 Boulder, CO 80302  
[cunninghame@bouldercolorado.gov](mailto:cunninghame@bouldercolorado.gov)  
303-413-7315

>>> Robert Schaedla <[schaedlar@yahoo.com](mailto:schaedlar@yahoo.com)> 1/8/2007 9:14 PM >>>

Ellen, my name is Robert Schaedla and I represent the Village Arts Coalition. I will be in charge of the vendors at the VAC International Festival June 16/17. Donna Shonle is taking over from Anne Vickery as Festival Coordinator. The VAC vendor committee has begun work on the 2007 Festival vendors. We plan to limit the number of vendors to those who have quality items, have done well during past Festivals and, to the best of our knowledge, do not conflict with businesses on the 1300 block of Pearl. We also plan not to have any of our vendors along the County fence leaving that area for city carts. We are sending our vendor applications out in early January. We do need to know before that time if there are other conditions which will be placed by the city on vendors. We anticipate using only the 1300 block of Pearl. But, if there is any spill-over, we prefer the 1200 block and a small part of 1400 block. Please respond with any comments or questions. I look forward to working with you.

Robert Schaedla  
(303) 449-7558 home  
(303) 757-9546 work