

### Teton Geotourism Center Board Meeting

May 10, 2017 8:30 a.m.

Teton Geotourism Center Board Room. 60 S. Main St. Driggs

Call 208 354 1008 24 hours ahead if you require special accommodation

**Attendees:**

Fletcher White

Jennie White x

Corey McGrath x

Jennifer Magnusson x

Gloria Hoopes x

Tim Wells x

Hyrum Johnson

Bill Leake x

Dan Orr

Jim Schulz x

Harley Wilcox x

8:30 a.m.

<b>Topic</b>	<b>Lead</b>	<b>Duration</b>
Call to order	J. Schulz	2. min.
Roll call	J. Schulz	2 min.
Geo Fest Fundraiser update and discussion (draft plan and budget attached)	B. McD	15 min.
Tin Cup --Alli is a captain --Plan and materials for board outreach to come in early June.	McD/AK	10 min.
Adjourn Tim moves, Harley seconds	J. Schulz	1 min.

#### GeoFest August Fundraiser Plan 2017 04

**Committee:**

"Alison Brush (events@downtowndriggs.org)" <events@downtowndriggs.org>,

"Alli Kadler" <allik@trec-biz.org>,

"Corey McGrath" <corey@tvsef.org>,

"Dan Orr" <danorr@danorrconsulting.com>,

"Doug Self" <dself@driggsidaho.org>,

"Erica Rice" <erica@thebrandstalk.com>,

"Jen Magnusson" <jennifer@blixco.com>,

"Jennie White" <jwhite@grandtarghee.com>,

"Ron James" <james.ron99@icloud.com>,

"candicemiller" [candicemiller@silverstar.com](mailto:candicemiller@silverstar.com)

[bbyrd@grandtarghee.com](mailto:bbyrd@grandtarghee.com)

emerson bige@silverstar.com

#### GeoFest Poster Copy 2017 04

Working Headline:

GeoFest

Subhead:

A Teton Valley Home-grown, Farm-to-table Family Picnic and Local Music Extravaganza

Sub subhead:

Benefiting the Teton Geotourism Center

Thursday, August 17, 2017

4:00 til 10 p.m.

Tribute Stage, City Plaza, Main Street, Driggs

Fine, fresh, local food, wine, beer and soft drinks for sale.

Tickets on-line or at the Teton Geotourism Center [insert FB and Event Bright URL]

Advance Tickets: \$60.00 for food and music, \$30.00 music only. Kids under 13: \$15.00

At the gate: \$75.00 for food and music, \$30.00 music only. Kids under 13: \$15.00

Featuring music from...

Bootleg Flyer w/the Miller Sisters

The Sweet Thursday Family Band

Moose Gumbo

Big Hole Brass Quartet

Switchback

And introducing...The Teton Traveling Allstars, comprising some of the most exciting young players of Teton Valley

Brought to you by [use attached logos Geo, TREC, Made In TV]

Please park off site.

More info:

<http://www.discovertetonvalley.com/home>

<https://www.facebook.com/Teton.Regional.Economic.Coalition/>

Thanks to our sponsors: [copy to come]

# August GeoFest Fundraiser Budget

Service	Cost
Sound	2,000
Licenses, permits	100
4 Bands at \$300 per	1,200
Miller Sisters/Bootleg Flyer	1,500
Rentals--tables, gates, etc.	700
Food (included in ticket)	3,000
Beer, wine, soft drinks (cash bar, so no outlay)	0
Graphics, advertising	750
Contingency	750
<b>Total:</b>	<b>10,000</b>

## Projected Income

200 entry & food advance tickets at \$60.00	12,000
50 entry & food at-door tickets at \$75.00	3,750
100 entry only at \$30	3000
50 kids under 13 at \$15	750
<b>Total:</b>	<b>19,500</b>

note add event bright cost

## Music

Item	Lead	Support	When
Book Bands			
<ul style="list-style-type: none"> <li>• Bootleg Flyer               <ul style="list-style-type: none"> <li>○ need to complete contract, 1/2 payment</li> </ul> </li> </ul>	McD	Candice Miller	3-15
<ul style="list-style-type: none"> <li>• Sweet Thursday</li> </ul>	McD	Cathy Wallace	done
<ul style="list-style-type: none"> <li>• Big Hole Brass</li> </ul>	McD	Al Young	done
<ul style="list-style-type: none"> <li>• Switchback               <ul style="list-style-type: none"> <li>○ need to confirm</li> </ul> </li> </ul>			
<ul style="list-style-type: none"> <li>• Teton Traveling All Stars</li> </ul>		Cathy Wallace, Jamie Smith	

Sound			
• Jeff Lord-Alge	McD	Jeff	done
Load in	Jeff		Aug. 17 a.m.
• Where? Post office?			
Sound Check	Jeff		Aug. 17 p.m.

Site logistics, staffing

Item	Lead	Support	When
Barricades Teton valley foundation— Ron, Corey, Jennie have truck.	McD	Emerson	
Tents • Community Foundation • Where to place	McD		
Tables Community foundation 8' Bistro tables: ask Boney			
Chairs Community Foundation			
Map site plan --tents on sidewalk side with barriers	McD	Bill	
Wrist bands: --one for entry w/food, --one for over 21 --one for entry w/out food --see beer sponsor --distillery sponsor			
Trash and Recycling --RAD volunteers			
Staffing— TREC contacts, gyms, --use Sign up genius –see snowball model	Emerson		
• Wed. & Thurs set up			
• Thurs. & Fri. tear down incl. trash			
• Gate staff, point of sale			

• Parking control for local businesses			
• Parking attendants			
• Hosts, bussers			
• Food service			
• Beverage Service—train re rules.			
• Photographer			
Security			
• Meet with Sheriff Liford, emergency, first aid, re: requirements			
•			

Parking

Item	Lead	Support	When
Secure lot space			
300 S. Main	McD		
Creekside—Bruce Simon			
Huntsman—McD to check with Dale Prows –lot near wolf			
Lot behind Key Bank—check with Hyrum			
Others—			
Shuttles --Targhee? \$500 for one for the night. Jennie to check --TRPTA—Doug to look into.			
Bus			
Horse cart			
Barrels, Corner Drug, --Keep these lots clear			
Handicap parking on north side by Barrels			

Food & Beverage—

- Food all inclusive with admission
- 

Item	Lead	Support	When
Meat Possible 4H animals?			

Vegetables—farms to supply, Senior center to cook—steam tables			
Incubator, Senior center kitchen,			
Kid's food			
Bread—460 ?			
Potatoes			
Beverages <ul style="list-style-type: none"> <li>• License</li> <li>• Beer</li> <li>• Wine</li> <li>• Water station</li> <li>• Soft drinks</li> </ul>			
Cooling capacity--Boney			
Table Ware <ul style="list-style-type: none"> <li>• Ron James to supply</li> <li>•</li> </ul>			

Publicity—poster, social media, etc.

<b>Item</b>	<b>Lead</b>	<b>Support</b>	<b>When</b>
Name event			done
Meet with designer Aimee Babneau			done
Develop art			
Reproduction			
Sale of posters—unlikely they will sell			
Distribution of posters			
Newspaper			
Social media			
Canvas bags—sell Teton Totality?? --make part of Geo merch? --brand as Geo			
KHOL adverts, website, sponsor			

Point of sale

<b>Item</b>	<b>Lead</b>	<b>Support</b>	<b>When</b>
Select system <ul style="list-style-type: none"> <li>• Geo square</li> <li>• Other vendors</li> </ul>	McD	Alli	May 5
How to put Square button on website <ul style="list-style-type: none"> <li>--fees, transaction costs</li> <li>--Our website or Eventbrite?</li> <li>--Do offline?</li> <li>--regular cell service?</li> <li>--Geo wifi?</li> <li>--Silverstar?</li> </ul>	Alli		May 10
Select hardware <ul style="list-style-type: none"> <li>• Phone</li> <li>• Tablet</li> <li>• Cash—tills and bank—designated line for cash payers</li> <li>• Get accountant volunteers</li> <li>• Keep food and door cash separate?</li> <li>• Write down number of entries as they come it.</li> <li>• Two lines</li> </ul>	Alli		May 10
Set up with user name and password			
Merchandise: consider Sange as tshirt vendor			

<b>Item</b>	<b>Lead</b>	<b>Support</b>	<b>When</b>