

**Ad-hoc Events Committee  
Meeting #6  
City Council Chambers  
May 30, 2017  
DRAFT MINUTES**

*Meeting called to order at 5:35 pm*

In attendance:

Council: Mayor Pro Tem St. Hilaire; Councilors Champlin, Nyhan and Todd  
Staff: City Manager Aspell; Deputy City Manager Baía; Fire Chief Andrus; Deputy Police Chief Mitchell; Parks & Recreation Director Gill; Health & Licensing Officer Blake  
Guests: Miriam Carter (League of NH Craftsmen); Michelle Johnson (Intown Concord); Kate Fleming (Intown Concord); Nicki Clark (Capital Center for the Arts); Joe Gleason (Capital Center for the Arts); Jayme Simoes (Louis Karno Associates/Greater Concord Chamber of Commerce)

- 1. Minutes of January 4, 2017 meeting. Approved unanimously.**
- 2. Potential New Main Street Event—October 2017**

Chairman Champlin stated that the purpose of this item being on the agenda was to discuss a Columbus Day Weekend event that might be held on South Main Street. Miriam Carter stated that the League of NH Craftsmen is ripe to respond to opportunities in the city. She suggested that the recently-held Capital Arts Fest be turned into a fall event in 2018. She feared that there wasn't enough lead time left to do it this year. She explained that the Columbus Day weekend is a very competitive time for artists with other shows but she envisions Concord's as being very attractive, particularly if it is made a national juried event. She noted that it could be like the St. Louis "Plate and Art Festival." In that event, the City and the community bought into the event for 5 years and it has thrived.

Ms. Carter asked how the City might support such an event here in terms of mitigating initial costs. She stated that her vision of the event would be that it would start at the SMILE building and go up to the Food Co-op with a Friday night set up and run Saturday and Sunday.

Chairman Champlin asked how the Capital Center for the Arts (CCA) felt about that idea. Nicki Clarke noted that she had originally just envisioned the Capital Arts Fest as a one year event. Joe Gleason noted that the CCA had acquired the domain name for the event. Jayme Simoes stated that it would be good to lend that name to someone else if they are willing to put together an event.

Ms. Clarke also noted that there are 3,600 people expected to come to the CCA this Columbus Day weekend for shows. She suggested possibly taking advantage of those numbers to do a small event on South Main Street.

Councilor Nyhan stated that he likes the idea of a public-private partnership and the Capital Arts Fest name. He believes in momentum and doesn't want to wait until 2018 to first hold this Columbus Weekend event. However, he was interested in learning about the logistical challenges such as security for an event of this nature.

Councilor Todd stated that the City could still be involved in this smaller-scale 2017 event. He suggested reaching out to Kimball Jenkins School of Art.

Mayor Pro Tem St. Hilaire expressed that he didn't mind waiting until 2018 to have a successfully project rather than rushing into something that could become an initial failure. He asked City Manager Aspell if there were dollars

programmed in the proposed FY 18 budget for this. Manager Aspell answered that there were not specifically for this, but there are dollars in the Economic Development Reserve and the Council budget that could be considered.

Mayor Pro Tem St. Hilaire favored using City dollars to cover City expenses rather than direct funds to outside organizations.

Chairman Champlin expressed that he could wait until 2018 as he felt that having this event after a full year of planning would be the real test.

Director Gill noted that Columbus Weekend is a big weekend for soccer tournaments in Concord. 130 teams are expected to compete.

Councilor Todd suggested that the League put out some feelers to determine if there would be enough interest to do a small event this year. Ms. Carter noted that her organization is in the midst of a capital campaign that is her focus at this time. She doesn't know how much she'll be able to accomplish this year. Mr. Simoes offered to have the Chamber of Commerce consider assisting through its Creative Concord committee.

Councilor Champlin asked how the Police Department and Code Administration office felt about the idea of an October event. Gene Blake stated that it would be good to get it on the schedule as soon as possible as there are already a lot of events planned for October.

Ms. Carter noted that security would be important for the booths. Mr. Gleason stated a concern relative to traffic flow to allow disabled theater-goers to access the entrance to the CCA via a car during that weekend.

Ms. Carter noted that it would be important for the event to afford the League a means to generate revenue. She asked if it would be acceptable for the League to charge booth fees. Chairman Champlin answered that it was his hope that this event would provide financial benefit for many parties through enhanced economic development activity.

Ms. Carter concluded that she would make inquiries to gauge interest in an event this year. She should be able to report on that by the next meeting of the Chamber's Creative Concord committee. Chairman Champlin indicated that Mr. Simoes will talk to Creative Concord to see if they would support this event. After Ms. Carter's and Mr. Simoes' efforts, the events committee would reconvene.

*Councilor Nyhan departed at this point.*

### **3. Review of the LEAN Event**

Deputy Manager Baía thanked the stakeholders at the table for their participation in the LEAN event. He went through each of the recommendations in the report to the Committee.

Councilor Todd stated that he was fine with the recommendations but would like to see an interactive, online community calendar where anyone can post events and activities going on in Concord.

Chairman Champlin asked if there was any expense related to the creation of the Events webpage or micro site. Mr. Gill felt that it could be done in-house at this point. He did note, however, that an interactive community calendar would require some more thought and discussion.

Mayor Pro Tem St. Hilaire moved to accept the LEAN report's recommendations and forward them to City Council. Councilor Todd seconded the motion. Motion passes.

Meeting adjourned at 6:40 p.m.

*Respectfully submitted,*

*Carlos P. Baía*

DRAFT