

## Po-Boy Preservation Festival Committee

### Minutes

February 18, 2010

Gelato Pazzo Caffè' – 6pm



**Committee:** Jim Elliott, Chair, Cecilia Holzenthal, Ciera Holzenthal, Tony Norman, Jill Reim, Jerry Speir, Elizabeth Ahlquist, Jackie Mengel, Jeff Brown, Ian Johnson, Andrea Morris, Emily Manger, Gary Smith, Greg Reggio, Michael Mizell-Nelson, Felicia Pigna, Nene Glenn, Tamara Melton  
**Attendees:** Jim Elliott, Cecilia Holzenthal, Tony Norman, Marilyn Kearney

Jim called the meeting to order. He reviewed the feedback/lessons learned submitted by committee members.

He went over the emails and letters since November 2009 from certain Oak Street merchants with complaints and lawsuit threats. The threats extended to the organization, individuals on the committee, staff and contractors. Since this is the first time that any Oak Street merchants have done this; it has changed the volunteer/cooperative spirit necessary to be successful. The lack of cooperation and sense of entitlement expressed by certain merchants needed to be factored into the decision to continue / or not to continue the festival on Oak Street. Jim mentioned that because of the increased risks and liability to the organization; and the heightened lack of cooperation from certain merchants; future event coordinators will be reluctant to put *any* festival activities in the 8100 block and the 8500 block of Oak Street.

The committee agreed that an RFP's (Request for Proposal) for a turn-key operation of the festival would be sent out and the selection approved by the board in a face to face Q & A meeting; similar to last year with Signature Destination, Inc. The complaints of certain merchants in 2009 will ultimately require "Hold Harmless" agreements and Liability Waivers to be signed from 100% of any participants regardless of the location.

Marilyn talked about the insurance for the festival and said that it would be prudent for the organization to retain legal counsel as a mitigating approach to any further activity regarding the festival. Not only as it pertains to liability, but also as a safety precaution to maintain compliance of its 501C3 non-profit status. Permitting; both fire, street and liquor has become much more scrutinized, costly and time consuming. It also requires an "applicant" that will be ultimately liable. Marilyn said that the size and scope of the festival; and its liabilities exceeds the scope of her role as Main Street Manager; and that she personally will not be pursuing or signing off on the permits.

Cecilia conducted a study of the number of business open on the day of the festival and ascertained that only 30% of merchants opened their business on the day of the festival.

Tony said that it is clear that the festival has geographically 'outgrown' Oak Street, that there are clear factors that need to be weighed into an informed, reasoned decision about moving or keeping the festival on Oak Street;

The festival would more likely attract a 'Title (aka \$50K) Sponsor'

It would be more easily managed by an Event Promotion company, thereby cost less.

The option of charging a nominal admission would be viable (\$5 max).

The PBPF is at its tipping point. The 2010 festival will determine its fate to grow as it obviously wants to grow; or be contained into an area that can not sustain it.

Adjournment: 8:30PM