

City of Leon Valley Minutes of the Meeting of the
Community Events Committee

February 17, 2016

The meeting of the Community Events Committee convened on Wednesday at 6:36 p.m. at the Leon Valley Conference Center, 6421 Evers Road, Leon Valley, Texas 78238.

I. ROLL CALL

Present were Chairman Carlos Vera, Darcy Vera, Larry Schaeff, Jackie Walton, Evelyn Scarborough, Belinda Ealy and late arrival was Ricardo Ruiz. Also in attendance was Staff Liaison Sylvia T. Irwin with our guests Communications Director Darrick Green and Community Development Director Elizabeth Carol and Council Member Monica Alcocer.

II. APPROVAL OF MINUTES

A motion to approve the minutes as written was made by Chairman Carlos Vera and Committee Member Jackie Walton seconded the motion. The committee then moved to accept the meeting minutes as read. The motion was passed.

III. NEW BUSINESS

Chairman Carlos Vera proceeded to open the meeting with Communications Director Darrick Green who gave an update on the 4th of July, stating that as of today, K-SAT 12 will be our Media Sponsor. The city budgeted \$46,000.00 for this event and seven food vendors from last year have signed up.

Our current sponsors are Ancira for \$2,500.00 and Miracle Paint and Body for \$1,000.00. Communications Director Darrick Green will be reaching out to HEB Corporate and the newer Wal-Mart at the end of the week. Council Member Monica Alcocer added that the Leon Valley Economic Development Corporation will not be able to contribute.

The cost of Fireworks is \$12,000.00 to \$20,000.00. Chairman Carlos Vera and Committee Member Jackie Walton commented on last year's disappointing fireworks display and timing of the finale. Committee Member Darcy Vera commented that the fireworks should have been higher in the sky.

The secured band performers are Finding Friday, Eclipse and Bad Funky Bones. As well as Singer, Allan Henderson and local Singer Jennifer Felan. All performers are scheduled to perform for two, forty-five minute, sets. A headliner has yet to be determined.

Committee Member Jackie Walton asked if the event could use one more band and suggested a band named, P.M. Soul. Committee Member Jackie Walton will be back in touch with Communications Director Darrick Green when she has spoken to her contact about availability.

In regard to the high cost of a sound system, Finding Friday has submitted a bid for \$3,000.00.

Committee Member Belinda Ealy asked about the time table for the day and Communications Director Darrick Green advised the 4th of July event is from 10:00 a.m. to 10:00 p.m. with Chairman Carlos Vera clarifying that the parade is from 10:00 a.m. to 12:00 p.m. and the park festival is from 12:00 p.m. to 10:00 p.m. in the evening. Communications Director Darrick Green continued by stated that performances to begin at 1:00 p.m. on two stages provided by the San Antonio Parks and Recreation Department which are 32 x 8 and the flip stage would be on the fireworks side.

There will be no children's area just the playground by the bathrooms. Chairman Carlos Vera commented that we did provide a children's area last year. Council Member Monica Alcocer commented that the children's area had been well attended.

Committee Member Belinda Ealy expressed concern about the fireworks being too close to the playground and was reassured by Chairman Carlos Vera that this would not be the case.

Council Member Monica Alcocer and Chairman Carlos Vera commented that the music and fireworks could be better coordinated. Committee Member Larry Schaeff advised that the Friends in Harmony could sing the National Anthem as suggested by Committee Member Belinda Ealy but felt it would be difficult to get all members there for an evening performance.

Communications Director Darrick Green has been in contact with Allied Advertising Agency, Inc. for two new banners placed in and around neighboring cities and he has secured the needed for Port-A- Cools and Port-A-Potty structures. Committee Member Belinda Ealy advised that she has discussed solar lighting in the park with Asst. Public Works Director David Dimaline for future events to include the port-a-potty area.

Council Member Monica Alcocer suggested a High School Jazz Band but was advised by Chairman Carlos Vera that this is difficult to accomplish during the summer months. Committee Member Belinda Ealy then suggested a Mariachi Academy.

Advertising options being considered are K-SAT's noon program of "Good Day SA," Telemundo Station Group, Univision and anything Spurs with the help of K-SAT.

In regard to amusement rides, Communications Director Darrick Green advised that there is not enough money in the budget for this activity but pony rides may be possible with more investigation as to location and restrictions. Committee Member Belinda Ealy

advised that the Park Commission may need to get involved or a variance needed to ensure it is okay with the city.

Vendor fees have gone up to \$200.00 for a Food Truck and \$240.00 with electric for a booth. We currently have 30 booths being filled.

Communications Director Darrick Green advised that parking will remain the same at Raymond Rimkus with a pass or handicap, Leon Valley Elementary, Department of Public Safety and the N.W. Little League parking lots and he will look into possible Via Bus shuttle service. Community Development Director Elizabeth Carol suggested the hiring of two parking attendants at \$10.00 an hour as we did last year.

Committee Members, Evelyn Scarborough asked Communications Director Darrick Green to ensure the cost of water would be looked into and be reasonable. Chairman Carlos Vera and Committee Members Darcy Vera, Jackie Walton and Belinda Ealy also voiced their concerns.

Chairman Carlos Vera inquired about the possibility of another Apple Pie Contest but due to low participation, the contest may not be repeated.

Committee Member Belinda Ealy added that she would like to see healthy food options at the 4th of July event and will have an Earthwise information booth. A second booth will be for city give-a-ways and both booths will be at no charge.

V. OTHER BUSINESS

Chairman Carlos Vera asked Committee Members Darcy Vera, Larry Schaeff, Jackie Walton, Evelyn Scarborough and Belinda Ealy to vote on meeting at City Hall or remain at the Conference Center for our monthly meetings due to the completed remodeling and additional meeting rooms now available. The committee voted in favor of moving our meetings back to City Hall.

The next Community Events Committee meeting will be held at Leon Valley City Hall March 16, 2016.

Committee Member Belinda Ealy reminded the committee to attend Earthwise Living Day on Saturday, March 5th, 2016.

Community Development Director Elizabeth Carol announced that Leon Valley City Hall will conduct tours of the newly remodeled administrative building scheduled on April 2, 2016 at 10:00 a.m. and all are invited to attend.

V. **ADJOURN**

A motion to adjourn was made by Chairman Carlos Vera and seconded by Darcy Vera.
The meeting was adjourned at 8:03 p.m.

Chair Carlos Vera

Staff Darby A. Duran