

**Ashland Redevelopment Authority
Music/Arts Festival Steering Committee
Meeting Minutes for May 15, 2014**

Team present: Enzo Scalora, Steve Mitchell, Bonnie Mitchell, Kevin McGuire, Glenn Heywood, Isaac Sterns.

Others: Tonya Yaskovich

The meeting was called to order at 7:00 PM by E. Scalora

Welcome Volunteers

- Meeting was opened by welcoming Tonya Yaskovich as a volunteer.
- Tonya was the one volunteer for this meeting. The group will be reaching out individually to persons who stated interest in volunteering via our initial survey.

Sponsorship

- Current Sponsorship commitments and potentials were reviewed
 - Solarflair \$4,000.00 confirmed
 - Metrowest Tourism Council TBD
 - Bose \$500.00 confirmed
 - Terumo TBD
 - Stone's TBD
 - Red Dress \$500.00 confirmed
 - Purple Ink \$100.00 confirmed
 - United Home Experts \$500.00 confirmed
 - Cappy Fournier TBD
 - CSL \$500.00 confirmed
 - Paula Parker TBD
 - Kidde Fenwal TBD
 - Main St. Wine & Spirits \$500.00 confirmed
 - Middlesex Savings Bank TBD
- Reviewed the need to get the 501c3 information from Ashland Day
- Enzo Scolara will be opening an account under the ARA for holding funds for the music festival. As donations are made via the Ashland Day 501c3, they can then be transferred fro their account to the AMAF account as necessary.
- A pay pal account will also be created linking to the AMAF account for individuals to contribute.

Food

- Food Vendors were discussed. Currently proposed food vendors are:
 - Fireflies
 - Marathon Deli
 - Pizza Vendors from town
- Food vendors will need to have an outside catering license to be able to participate.
- We will reach out regionally to attract a culturally and culinary diverse selection of food vendors. In addition to traditional fair such as the Chicken Bone, Ichiban, Mexico City, Greek and Brazilian Restaurants were discussed.
- We decided that we would not create an eating area with tables and chairs, but rather just prepare a seating area close to the stage for those who may not be able to stand to watch the shows for extended period of time.

Programming

- Going to confirm again that the James Montgomery band is booked and is the headliner.
- It was discussed that Busker and The Stacey Peasley band were also going to be initial targets for acts on the main stage.
- Kevin McGuire spoke with Stacey Peasley and she is available and interested. He will discuss further logistics with her.
- We will advertise to attract interest from area bands and genre's to fill the programming docket.

Marketing

- Bonnie Mitchell is going to follow her graphic artist contact regarding the initial poster promotions.
- Isaac Sterns has the web site up and running and is continuing to add information to the site as we generate it. The site is www.ashlandmusicartsfestival.org
- Information on the Festival will be put onto the ARA facebook page.

Marketing

- Bonnie Mitchell is going to follow her graphic artist contact regarding the initial poster promotions.
- Isaac Sterns has the web site up and running and is continuing to add information to the site as we generate it. The site is www.ashlandmusicartsfestival.org

Future Meetings (7PM-8:30PM):

- Thursday May, 22nd

Meeting adjourned at 8:16 PM

Respectfully submitted,

Kevin McGuire
Secretary

DRAFT