



**YOUTH ADVISORY COMMISSION
REGULAR MEETING
February 3rd, 2022
BEIN ROOM
6:30 PM**

1. Call to Order/Roll Call

- a. Grazia
- b. Kenyan
- c. Daniel
- d. Scarlett
- e. Maureen
- f. Angie

The regular meeting of the Berthoud Youth Advisory Commission was called to order on Thursday, February 3rd, 2022 at 6:43 p.m. by the Chair, Grazia Novak. All members were in attendance.

2. Review previous meetings minutes, vote to confirm

The meeting minutes were read for the meeting of January 26th, 2022. With all in favor the minutes were approved.

3. Public Input

There was no public input.

4. Event Plans

a. Budget

A spreadsheet was created that lists all of the potential costs for the event. The vendor for the rides provided estimated costs for two three hour days and two five hour days with our top five rides, which were estimated at \$22,800 and \$25,740, respectively. The commission estimated additional costs to see what would work with the overall budget of \$20,000 to \$30,000. The commission agreed that two days would have the benefit of more people going to the festival which would benefit not just for this year's festival but following years as well. Additionally, the majority of the cost is likely to be from set up and break down. This means two days would likely not cost that much more than one day. It was also discussed that a good option would be three hours one day and five hours the other day would be a good option. Maureen estimated that the cost for three hours one day and five hours the other would be around \$24,250.

It was agreed that Grazia would call the vendor the day after the meeting, on February 4th, to ask questions that would help the commission solidify its plans and work with the vendor's specified specs. It was decided that we should try to nail down July 29th for the event, ask for the estimated space needed in square footage, whether the specified rides would work on grass or need hard ground, and questions about what the vendor would suggest regarding the logistics of the festival.

i. Rides- options based on time and # of rides

It was agreed that our top five rides would fit better with the budget than seven rides based on the quote from the vendor.

ii. Field space

The committee concluded that field space would not be an issue to worry about. The town will not charge its own event for using the field. Rides will be able to go on the field, in the dirt, or in the parking lot depending on the needs for each ride.

iii. Staff/safety personnel

The vendor included staff members into their estimate of cost. There was some discussion about having some sort of police presence during the event. It was generally agreed that this would be a good idea.

iv. Food trucks

The commission decided it would be best to have money in the budget for food trucks in case they did not meet the required amount of sales to make it worth it to them. It was agreed that three food trucks would most likely suffice for the festival. Based on past experience with food trucks, it was stated that some food trucks will be happy to show up regardless of if they



will get money if they don't meet a certain number of sales. The commission left \$1500 in the budget for three food trucks.

Additional costs added to the budget were porta potties, trash, water for volunteers, and an event permit. Kenyan agreed to research what bathrooms and trash cans might cost.

b. Marketing

i. Brainstorm names

The commission discussed possible names that would appeal to teens and not sound too corny. Many ideas involved adjectives to do with heat and naming the event as a "fest". It was decided that members would do more brainstorming on our own to later discuss the name further.

ii. Advertising

There was discussion on having a large banner or sign hanging over mainstreet as a means to advertise the event. In addition to this, it was suggested that we put advertisements in the newspaper and post other signs up where people will see them. In the budget, the commission put an overshot of \$1000 to go towards marketing.

c. Dates

It was agreed that we would attempt to nail down July 29th for the event with the vendor as soon as possible. It was decided that we would present name ideas to each other before our next regular meeting.

5. Agenda Planning

a. Next meeting

The next meeting is February 16th at 8:00 a.m. at the rec center with the rec center staff.

6. Adjourn

The meeting was adjourned by Grazia Novak at 8:32 p.m.