

Community Development Council

Meeting #65 2/6/08 3:00-4:30pm

Members in Attendance: Terry Appenzellar, Renee Balter, Nancy Phillips (recorder), Alison Shaw, Richard Westcott

Excused: Iona Pressley, Priscilla Sylvia, James Westervelt

Guests: Kerry Scott (Chairman of OB Board of Selectman), Ron DiOrio

Minutes from 1/16/08 approved

Item	Minutes	Goal	Person(s) Responsible	Date of Completion
<u>CURRENT ISSUES</u>				
Sea View Revitalization	<p>Michael Dutton referred Rob Scherer, one of three island Producers of the Martha's Vineyard Festival in '07, to Nancy Phillips regarding possible '08 MV Festival to benefit the Sea View Revitalization effort. Nancy met with Rob to discuss possibility. Some of the proposed agenda for a MV Festival '08 is on attached page I.</p> <p>Discussion ensued with CDC, Kerry Scott and Ron DiOrio regarding pros and cons of this event. These are also itemized on the attached page II.</p> <p>Ron would like a commitment from an Oak Bluffs group to interface with Festival Network Production. It is too much for the OB BOS to take on this task. He asked the CDC if they would be willing to do that. The consensus of those in attendance was that OB/MV Festival Committee could be a subgroup of the CDC. This Committee could also consist of the Friends of OB, and members of the Friends' Beach Committee. CDC will have to take a formal vote next mtg. when more members are in attendance.</p> <p>Nancy, Renee and other "Friends of OB" will meet with 2 Festival Network Producers, Rob Scherer, and Rick White on Monday, Feb. 11th for more open discussion. The Festival Network Producers were requested by Kerry Scott to come to the 2/12/08 OB BOS meeting to discuss more about the proposed '08 MV Festival. Renee will invite the OB Business Assoc. to also attend.</p> <p>- Concept Master Plan plus updated Citizen Beach Committee Report given to Roger Wey for 2/6/08 discussion with MA legisl. Offices of Sen. Kerry, Sen. Kennedy, and Rep. Delahunt.</p> <p>Tabled till next meeting</p>	<p>OB BOS will have enough information to make a decision by Mid-March whether to proceed with permission for the MV Festival '08.</p> <p>Legislative awareness Of OB needs, direction from them and money</p>	<p>Nancy, Renee CDC, Friends OB BOS</p> <p>Nancy, Kate Collins, Cathy Goudy</p>	<p>3/11/08</p> <p>2/6/08</p>
Other issues				
<u>Next Meeting CDC</u>				3pm, 2/20/08

I

MV FESTIVAL '08

Proposed Concept Overview

- Sponsor: Festival Network – company which sponsors over 50 festivals throughout the country
- Date: Sunday, August 10, 2008
Only cancelled if monsoon or Nor'easter with horrible weather.
Festival Network does have Event insurance & tickets reimbursed.
- Difference from '07: Expanded day from 2pm – 9:30pm.
- Benefit for Town of OB Sea View Revitalization in conjunction
With non-profit FRIENDS OF OAK BLUFFS (501 3c)
- Musicians: Boston Pops '08 plus special guest
Earlier in day local musicians plus national musicians
- Expected ticket price: Approx. \$70.00 (could be plus our donation (i.e. \$75.00 or \$80.00))
- Fund Raising Possibilities:
- part of ticket price (as above)
 - VIP tickets for prime seating plus whatever (like dinner etc.)
(MVH charged \$300.00 for such in '07)
 - Program with advertising (even coupons for reduced item in OB Business sponsor)
 - start distribution ahead of time with ticket sales -
 - On line or at OB Businesses
 - Merchandising
 - Event memorial” items, t-shirt, caps etc.
 - Raffle of large item with winner announced at intermission
 - start sale of raffle tickets ahead of time with Festival ticket sales
- Additional Possible Features of event:
- Involvement of OB Businesses:
- Beer & Wine “event license”
 - A few food booths. Could have for eg. selected OB restaurants with theme menus (like Taste of MV)
- Portable Dance floor in center of park
- Can have featured island dancers to coordinate with musical selections. Audience participation encouraged

II

Feedback from '07 MV Festival

- Overwhelming extremely positive experience by those who attended this first year event.
- There were a few issues identified that need to be addressed before a possible '08 MV Festival
(Pending discussion and Approval from OB BOS that these problems have been addressed)

<u>Problem</u>	<u>Fix</u>	<u>Persons Responsible</u>
1) Physical Landscape some turf and underground pipe damage.	Anyone or business must fully explain what their set-up job entails and be checked on compliance to safeguards. Accountability ID for damage if occurs.	ID person from Festival Network & OB/MV Festival Committee as checkers.
2) Non-payers outside the fence	Close off part of Sea View Ave. from SSA to Ocean Ave... some of this to be expected & unavoidable.	Festival Network & OB Police
3) Public restriction of Park with very early set up	Set up one day before since everything went so smoothly on the first event	Festival Network
4) Parking/public transportation	Again use Waban/Alley Park for offsite parking? - ? late SSA ferry (9:45pm) to return to mainland	Festival Network, OB Police Parks & Rec. Commiss., VTA
5) Add. charge @ gate for certain tickets	Not sure who authorized this. Do not do again.	Festival Network & Staff

Consideration of New Festival Features

<u>Item</u>	<u>Stipulation</u>
1) Food Booths and event liquor license	Oak Bluffs Businesses would be approached first and have right of first refusal. - Event Liquor License must be granted by the OB BOS - Restriction on food type and theme by OB/MV Festival committee
2) With projected larger # of attendees - more porta-potties & placement	- minimize Sea View and concert view obstruction to houses - minimize porta potty & attendant truck damage to turf

