

Cultural Affairs Committee Meeting

Monday August 31st, 2015

6:30 pm at the Recreation and Aquatic Facility

Attendees:

Brittany Howard (Chair), Bob Langford (Vice Chair), Dean Caffentzis (Secretary),
Gina Marie DiGregorio, Doreen Summers, City Liaison

Meeting called to order 6:34 pm

Vote to accept 7/27 minutes,

Discussion of Agenda Item 4, Special Events Ranking, began with a recommendation by the Chair that the ranking should be based upon what brings the most money and the most people to New Port Richey. The Secretary second, The Chair advised there needs to be more discussion about how the ranking system should be structured and specific descriptions are required for establishing parameters before setting the rank.

Doreen mentioned of HOTEF, (Hollywood of the East Festival). The CAC was presented with the suggestion for why HOTEF is beneficial for the solicitation of a press release. The Chair further stated that HOTEF currently enjoys financial support as well. Initial estimates provided was \$11,500 to put on the event. Additional costs for application fees and police presence will not count against the initial estimate. The Chair questioned, "how does the theater present their event and how does the City want the Cultural Affairs Committee to back the event?"

Continuing once more on Agenda Item 4, Special Events Ranking, Secretary remarked that committee members may have a favorite special events? The Chair – A Night in the Tropics, Secretary- Holiday Parade. Chair recommended "Rocktoberfest" be removed from the ranking and all agreed

Next topic was new business, changes to the application for event sponsorship. Recommended changes were as follows, remove questions 2 through 7 of II A. Production of Room Nights and change question 1 of II A. to "Do you plan to attract out of area visitors to the City of New Port Richey?" instead of "Do you plan to attract overnight visitors to the City of New Port Richey?"; remove question 6 of IIB Marketing and Advertising, "Do you plan to promote travel to the event and produce overnight visitors?"; amend question 4 of IIB, Marketing and Advertising, "Do you plan to use social media, electronic resources or other types of creative marketing?" to include specific references to social media (i.e., facebook, twitter, etc.), For Economic Impact, IIC, motion made to keep question 2, "Please estimate the number of out-of-town day trip visitors you think will attend but to remove question 3, "If this is a recurring event, have you added any additional attractions to enhance your event? If so, what are they?" For

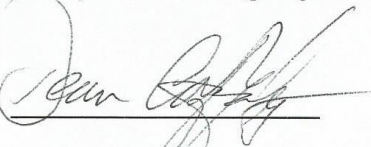
question IID, to change question 5 from "Is your event family-oriented, i.e., contains programs for all ages?" to "What is your target audience for the event?" Secretary second.

The Chair raised the subject of Agenda Item 4, Special Events Ranking, and that Committee members be prepared to have the ranking of the events scheduled for October's CAC meeting so that the CAC can "hash out" the current events with City Council at the October 6th meeting.

Doreen discussed with the committee of the Hacienda Hotel, and of its famous history as a place where famous celebrities were recorded as visiting regularly. The committee bandied about rumors that the Hacienda Hotel, as a result of its use as an ACLF and facility for treatment of mental disability patients was rumored to have also been a site where paranormal activity had been observed. The Chair furthered that discussion stating that other historic sites such as Gettysburg in Savannah, GA where "Confederate Field" is located that does not take away from its historic significance. The Secretary also mentioned the graveyard at "Starkey Park" where native Indians were known to have buried their dead remains intact and does not diminish the attraction of visitors to Starkey Park. Sharing a common respect for different cultures is not only appreciated but allows for the enjoyment of the benefits that these historic sites have to offer. The Vice Chair announced his membership in the "Friends of the Hacienda" and the organization's recent acquisition of being a 501c3 Charitable Organization that not only supports the Hacienda Hotel but other Historic sites in New Port Richey as well.

Doreen discussed the subject of the mural at the Verizon building as unfinished business. Committee members favored a more aesthetic feel for the mural; that it be in color and that it have more of a 3 dimensional impact could also be considered at the time that the City votes.

7:53 pm Meeting adjourned


Secretary


Date