

Sandown Oktoberfest Committee
Minutes
March 2, 2023

Date: March 2, 2023

Place: Sandown Town Hall

Members Present: Karen Jortberg- Chair, Erica Olsen- Vice Chair, Paula Gulla- Treasurer, Colleen Olsen- Secretary, Jim Gulla

Members Absent: Helen LoPreseti

Opening:

Mrs. Jortberg opened the meeting at 7:00 p.m.

Review of Minutes:

No corrections were needed.

MOTION:

Mrs. Gulla made a motion to accept the minutes of February 16, 2023, as written. Mrs. Olsen seconded the motion. All in favor, the motion passed 5-0-0.

Donations:

Mrs. Gulla presented donation letter to the committee. She shared that the letter can be used by everyone to collect donations from surrounding businesses. She added that she will send the letter out to everyone for their use. Ms. Olsen noted that she thinks it would be good if everyone could email each other when they reach out to certain businesses for donations, so the committee doesn't ask the same person multiple times. She added that she can create a spreadsheet to keep track of all the donations that may come in.

Mrs. Gulla noted that she contacted New Hampshire Municipal Association (NHMA) Legal Services to see what their legal opinion was regarding the use of "vendor donation" vs. "vendor fee". She was advised to use the term "vendor donation" so that all moneys would be deposited into the Oktoberfest Donation Fund which would then be able to have funds roll over for the next years event.

Mrs. Jortberg shared an information pamphlet she created for her Two-to-Lou event. She added that she would like to see a similar one made for Oktoberfest to help get donations as well. Ms. Olsen said that she can create a draft pamphlet for the next meeting.

The Committee talked about having a banner made to display logos for those who donated to Oktoberfest. Mrs. Jortberg noted that it costs between \$35 and \$60 for a banner. The Committee discussed whether or not they wanted to have a banner made this year. The Committee agreed to not purchase a banner this year as they are unsure of what the turnout will be like.

Vendors:

Ms. Olsen shared that she has created an online vendor application using Google Forms. She added that she has asked vendors to include their personal contact information, their business name, what the business is looking to sell and how they wish to pay. Mrs. Gulla added that any food vendors will need to supply a proof of insurance to the Town and Committee. Ms. Olsen noted that she will add that to the application noting that they will either have to mail the information in or send it via email. She also noted that she put a section stating that vendor applications are subject to Committee approval.

The Oktoberfest Committee is looking for the following vendors:

- Food/ Baked Goods
- Soaps
- Pottery
- Handmade crafts

At this time, we are not looking for independent consultants similar to Tupperware or Paparazzi. If interested in becoming a vendor at the event, please contact the Oktoberfest Committee via email at sandownoktoberfest@gmail.com and they will be happy to provide you with a link to the vendor application.

Ms. Olsen noted that she was able to contact a few different groups for food vending and entertainment. She added that she has received a few emails back saying that they were unavailable, but she was able to get ahold of One Happy Clam Food Trucks and noted that they were available for the event, she noted that she has not yet confirmed their attendance. She added that she also contacted “The Rugged Axe” to do axe throwing for the event. She shared that he is willing to come to the event free of charge to the committee

80 and would charge participants \$10 for 10 throws. The Committee agreed to
81 have both the Rugged Axe and One Happy Clam Food Truck come to the
82 event.

83
84 **Event Details:**

85 Mrs. Gulla shared that she had been in contact with Linda Mencis regarding
86 the availability of Sandlots for the event. She added that Mrs. Mencis agreed
87 to have Sandlots available on Friday Night and Saturday.

88
89 The Committee discussed having the event on Saturday which eliminates the
90 concern for alcohol on Friday nights bonfire. The Committee agreed that the
91 even would now be only Saturday October 14, 2023, from noon until 6 p.m.
92 and will have the bonfire be from dusk until about 10 p.m. Mrs. Gulla noted
93 that she will follow up with Mrs. Mencis regarding the change in dates.

94
95 The Committee discussed having a site walk with Linda and Ed Mencis as
96 well as Fire Chief Devine to discuss the locations of different aspects of the
97 event and bonfire as the back of Sandlots by the pond has seen two new
98 buildings.

99
100 **Advertising and Marketing:**

101 Ms. Olsen shared that she has created three different flyers for the event that
102 she would like to start putting on Facebook and on the Town Website. Ms.
103 Olsen also shared a Facebook page that she had created for the Oktoberfest
104 Committee. She added that she has posted a few things since the last
105 meeting but hasn't launched the official event date, time and location. She
106 added that she had posted on the Sandown Community Page and received a
107 lot of positive reactions from those in the group. She added that some people
108 even recalled having the event in the 1980's and 1990's. She asked the
109 Committee if it was okay to begin posting regarding the date and location.
110 The Committee was okay with posting the date and location of the event.

111
112 **Alcohol/ Beer Tent:**

113 The board discusses how they wished to proceed with the beer tent for
114 Saturday. Ms. Olsen noted that she had posted in a Facebook group asking
115 for different recommendations for German beer and she received a message
116 from someone at Bellavance Beverages and added that he shared costs
117 associated with renting out their draft trailer. She added that she hasn't
118 contacted him further in regards as she wasn't sure who Mrs. Jortberg uses

119 for Two-to-Lou. Mrs. Jortberg confirmed that she also uses Bellavance
120 Beverages draft trailer.

121
122 Mrs. Gulla shared that Linda Mencis had also given her a name of someone
123 who runs the “Derry After Dark” which is an event where multiple
124 breweries and restaurants gather in Derry for a large block party type of
125 event. She added that by doing this, it would eliminate the need for Two-to-
126 Lou to have insurance and the liquor license. Mrs. Gulla said that she would
127 try to get into contact with the person who ran the Derry After Dark event
128 for more information on how their event worked.

129
130 **MOTION:**

131 Ms. Olsen made a motion to adjourn the meeting. Mrs. Gulla seconded the
132 motion. All in favor, the motion passed 5-0-0. Meeting ADJOURNED at
133 8:25 p.m.

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136 Respectfully Submitted,

137
138
139 Colleen Olsen

140 Recording Secretary