

Sandown Oktoberfest Committee  
Minutes  
March 21, 2024

**Date:** March 21, 2024

**Place:** Sandown Town Hall

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

**Visitors present:** Becky Francis, Tyler Francis

**Members Absent:** Ben Sharpe- Selectman Liaison

**Opening:**

Mrs. Jortberg called the meeting to order at 6:35 p.m. and led everyone in the pledge of allegiance.

**Review of Minutes:**

No corrections were made to the January 18, 2024 minutes.

**MOTION:**

Mrs. Jortberg made a motion to accept the minutes as written. Mrs. Olsen seconded the motion. All in favor, the motion passed 6-0-0.

**New Members:**

Mrs. Jortberg welcomed both Mr. and Mrs. Francis to our meeting and thanked them for attending. Mrs. Francis expressed her interest in joining the committee as a full time member. Mr. Francis said that although he would love to be a full time member of the committee, he was unable to make the meeting commitment.

**MOTION:**

Mrs. Olsen made a motion to appoint Becky Francis to the Sandown Oktoberfest Committee for a term of 2-years, expiring in March of 2026. Mrs. Jortberg seconded the motion. All in favor, the motion passed 6-0-0.

Mrs. Gulla noted that Mrs. Francis will not officially be appointed until after the April 8 Selectman's meeting so she will not be able to vote as a member tonight.

**Donations and Funding:**

Mrs. Gulla shared an update on the donations received this year. She shared that she has received a total of \$1,000 from sponsorships, and an additional \$1,020 in vendor donations. These new donations bring the committees total account to \$7,300 which includes leftover funds from last year.

**Raffle:**

Mrs. Olsen shared that Darren Hudgins of Hudgins Hardwood has purchased the Solo Stove for this years raffle. Like last year, this raffle will be cash only. Ms. Olsen also said at last years event, she received a suggestion of asking each vendor to submit an item to be raffled off on the day of the event. The committee continued discussion regarding this portion of the event and gave suggestions of having dedicated ticket sellers and only offering this raffle for a limited amount of time during the event.

**Music and Entertainment:**

Mrs. Jortberg shared that she has been contacting a German style band about playing for a portion of our event. Mrs. Jortberg shared that their typical rate is \$2,000 for two to three hours but they may be able to come down to \$1,500 for the same amount of time. The committee discussed the pricing of the band. Mrs. Olsen shared that she looked up the band, and it is a group of what looks to be 8 to 12 people. The Committee was more favorable of spending that amount of money for a larger band.

Mrs. Jortberg also shared that the same bands from last year would also like to attend the event.

**MOTION:**

Mrs. Jortberg made a motion to spend up to \$1,500 for the German Band, Oberlaendler Hofbrau. Mrs. Olsen seconded the motion. All in favor, the motion passed 6-0-0.

Mrs. Gulla suggested that the committee hire Mr. Francis to do the announcements for the day of the event, like he did last year. Mr. Francis said he was more than happy to do the announcements for the committee. The committee agreed to hire Mr. Francis for \$300 from the hours of 12 until 6 p.m.

**MOTION:**

Mrs. Jortberg made a motion to spend \$300 to hire Mr. Francis to be the emcee for the day of the event. Mrs. Olsen seconded the motion. All in favor, the motion passed 6-0-0.

**Beer tent**

Mrs. Jortberg shared that she is working on getting the liquor license for the day of the event. She added that she is also going to be purchasing more pumpkin and German beer for the day of the event. She also noted she will be rearranging the beer tent area to eliminate traffic back-ups.

**Food:**

Ms. Olsen shared that she has been working to get more food trucks for the event. She added that One Happy Clam, Purple Snack Shack and Agape Cupcakes back for this years event. Mrs. Jortberg suggested hiring potatoe concept as a vendor. Mrs. Francis also suggested bringing in an egg roll food truck called Stop, Drop and Roll.

**Games and contests:**

Mr. Gulla shared that he will be creating displays of rules for the stein holding contest so that all participants are aware of the rules. Mr. Gulla shared that he plans to do the same adult games as last year and will be adding adult musical chairs to the event as well, as last year the adults did the game themselves. Mrs. Francis shared that she has a tug of war rope at the Rec Center. Mrs. Gulla added that she will also work on getting prizes for each of the games. The committee discussed only getting small toy prizes for the kid's games.

Mrs. Olsen shared that she would also like to do the bake off again and will work on getting it organized better.

**Bonfire:**

The committee enjoyed the bonfire last year and would like to have one again this year. The committee will reach out to Arty to build the fire again closer to the date of the event.

**Vendors:**

Ms. Olsen shared that she has 16 vendors and 3 food vendors. She added that she was also contacted by the axe throwing company that attended last year's event and they would like to attend again.

**Site:**

The committee discussed using the inside of the building for parts of the event. Mrs. Olsen suggested moving the bake sale inside so that there is more room for the baked goods to be spread out. Mrs. Gulla also suggested holding a bingo event inside, and suggested the committee contact the 60+ club to organize.

Mrs. Gulla also suggested that the committee rent port-a-potties again for the event. Mrs. Gulla stated that she will contact two companies to compare prices for 2 regular port-a-potties and 2 handicap port-a-potties.

The committee also discussed trash removal for the site. The committee also talked about not having the recycle trailer as it wasn't well used.

The committee went on to discuss parking and how to improve on the organization. The committee talked about reaching out to different organization and local companies to see if they'd be willing to help with parking. The committee also talked about offering payment to those that help and or donations to their cause.

The committee also discussed making sure that we post that the event is strictly no dogs, as the event is on a private property and last year there was an incident involving one of the vendors and a dog. The committee asked Mrs. Gulla and Ms. Olsen to post both on the Town's website and on Facebook to let people know well in advance.

**Bug Club:**

Ms. Olsen said that she will be contacting the group to join the event again this year. The committee discussed having the police detail escort the club into the event so that it brings more attention to the club coming in.

Mr. and Mrs. Francis left the meeting at 8:20 p.m.

**Signage:**

Mrs. Gulla noted that she will picking up the signage from the Derry Rotary club in April. Ms. Olsen also noted that she was contacted by a gentleman in Sandown who runs several local UPS stores, and he offered his printing services to the committee for low or no cost. The committee also discussed getting individual banners for each of the sponsors for better advertising.

**Marketing:**

Ms. Olsen shared the two new engraved mugs for the event. She shared a 16 oz pint glass as well as a 19 oz pilsner glass. Ms. Olsen shared that the cost per glass is \$5.50 and the cost per opener is \$3.25. The committee discussed selling the two mugs along with the mug from last year. Each mug will be \$20.00 and openers will be \$8.00. They also plan to bring back the combo deal for \$25.00.

**Next meeting:**

The committee scheduled the next two meetings for April 18<sup>th</sup> and May 23<sup>rd</sup> 2024.

**MOTION:**

Mrs. Jortberg made a motion to adjourn the meeting. Mrs. Olsen seconded the motion. All those in favor, the motion passed 6-0-0. Meeting ADJOURNED at 8:57 p.m.

Respectfully Submitted,



Colleen Olsen