

**MINUTES OF THE REGULAR MEETING
OF THE CAREFREE TOWN COUNCIL**

WHEN: TUESDAY, SEPTEMBER 17, 2019

WHERE: CAREFREE TOWN COUNCIL CENTER
33 EASY STREET, CAREFREE, AZ 85377

TIME: 5:00 P.M.

Town Council Attending:

Mayor Les Peterson
Vice Mayor John Crane (*Telephonic*)
Vince D'Aliesio (*Telephonic*)
Stephen Hatcher
Michael Krahe (*Telephonic*)
Cheryl Kroyer (*Telephonic*)
Gene Orrico

Town Council Absent:

None

Staff Present:

Gary Neiss, Town Administrator; Michael Wright, Town Attorney; Beth Renfro, Director of Marketing; Kandace French, Town Clerk/Treasurer.

Mayor Peterson opened the meeting at 5:00 p.m.

The Pledge of Allegiance was led by Vicki Jaspersen.

AGENDA:

ITEM #1 Review, discussion and possible action to approve contracts for services relative to the 2019 Enchanted Pumpkin Garden event.

Mayor Peterson announced the agenda item and introduced Marketing Director, Beth Renfro. Josh Friedman appeared on behalf of Centerpoint Productions. Mandy Martin appeared on behalf of Pride Group. Ray and Tammy Villafane appeared on behalf of Villafane Studios.

Ms. Renfro presented a Power Point presentation and provided an overview of the admission charges, what is new for 2019, the event expenses and revenues, and the projected attendance and revenues needed to break even. She then broke out each category and provided additional information. She provided the ticket cost for comparable events in the Valley and the level of investment for the Town. She reminded the Council that the event rivaled any art event in the Valley and most art events require an admission fee as well as most Halloween and Fall attractions. She went into further detail regarding all the events and attractions that would take place during the 5th Annual Enchanted Pumpkin Garden. She explained all of the new activities and attractions being added to the event, including a giant pumpkin weigh off, new vignettes and characters such as the Singing Pumpkins, puppet shows and theatrical performers throughout the

Gardens. She gave the outline of the headline bands performing on Friday and Saturday nights of both event weekends.

Beth explained the operational expenses and provided quotes for Pride Group and Pro Em in addition to Centerpoint, Arizona Rangers and Titan Commercial Cleaning. She provided details of the services provided by each of the companies. Ms. Renfro also explained and broke out the estimated attendance and the numbers needed to break even in addition to conservative and aggressive attendance. She used conservative figures to give the estimated revenues from each and provided details on other revenue sources such as vendor fees, alcohol sales and merchandise totals.

She closed with final thoughts in regard to the profit sharing agreement with Villafane Studios and the clawback clause for first and second year losses protection.

There was comment and questions from the Council. Council member Hatcher asked for information regarding alcohol sales. Council Member Orrico asked for information regarding the number and location of vendors as well as when they will be at the event. Town Administrator Gary Neiss, Council Member Kroyer and Vice Mayor Crane provided additional input and information regarding the value of the contracts, cost sharing and the bottom line.

Council Member Orrico **moved** to approve the Centerpoint contract as set forth by Town Attorney Michael Wright. There was a **second** by Council Member D'Aliesio. The motion **carried** unanimously.

Council Member Kroyer **moved** to approve the Pride contract. There was a **second** by Council Krahe. The motion **carried** unanimously.

Council Member Hatcher **moved** to approve the Arizona Rangers contract. There was a **second** by Council Orrico. The motion **carried** unanimously.

Council Member Orrico **moved** to approve the Titan Commercial Cleaning contract. There was a **second** by Council Hatcher. The motion **carried** unanimously.

ITEM #2 **Adjournment**

Mayor Peterson announced the agenda item and asked for a motion.

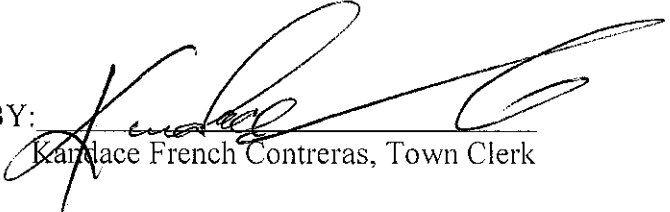
Council Member Orrico **moved** to adjourn. There was a **second** by Council Member Hatcher. The motion **carried** unanimously.

Meeting ended at 5:48 p.m.

DATED this 18th of September, 2019.

TOWN OF CAREFREE

BY:


Kandace French Contreras, Town Clerk

TOWN OF CAREFREE



Les Peterson, Mayor

Attest:


Kandace French Contreras, Town Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the special meeting of the Town of Carefree held September 17, 2019. I further certify that the meeting was duly called and held and that a quorum was present.


Kandace French Contreras, Town Clerk