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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.

40 **Donations and Funding:**

41 Mrs. Gulla shared an update on the donations received this year. She shared
42 that she has received a total of \$1,000 from sponsorships, and an additional
43 \$1,020 in vendor donations. These new donations bring the committees total
44 account to \$7,300 which includes leftover funds from last year.

45

46 **Raffle:**

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

54

55 **Music and Entertainment:**

56 Mrs. Jortberg shared that she has been contacting a German style band about
57 playing for a portion of our event. Mrs. Jortberg shared that their typical rate
58 is \$2,000 for two to three hours but they may be able to come down to
59 \$1,500 for the same amount of time. The committee discussed the pricing of
60 the band. Mrs. Olsen shared that she looked up the band, and it is a group of
61 what looks to be 8 to 12 people. The Committee was more favorable of
62 spending that amount of money for a larger band.

63

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

66

67 **MOTION:**

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

71

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

77

78

79

80 **MOTION:**

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

84

85 **Beer tent**

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

90

91 **Food:**

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

97

98 **Games and contests:**

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

107

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

110

111 **Bonfire:**

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

115

116 **Vendors:**

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

120 Site:

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

126

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

130

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

133

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

139

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

145

146 Bug Club:

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

150

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

152

153 Signage:

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

159

160 **Marketing:**

161 Ms. Olsen shared the two new engraved mugs for the event. She shared a 16
162 oz pint glass as well as a 19 oz pilsner glass. Ms. Olsen shared that the cost
163 per glass is \$5.50 and the cost per opener is \$3.25. The committee discussed
164 selling the two mugs along with the mug from last year. Each mug will be
165 \$20.00 and openers will be \$8.00. They also plan to bring back the combo
166 deal for \$25.00.

167

168 **Next meeting:**

169 The committee scheduled the next two meetings for April 18th and May 23rd
170 2024.

171

172 **MOTION:**

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

176

177 Respectfully Submitted,

178

179

Colleen Olsen

180

Colleen Olsen