



7:30 a.m. Wednesday, Aug. 8, 2018
West Fargo City Hall - Commission Chambers

AGENDA

1. Call to Order
2. Approval of Minutes – (July 11, 2018)
3. Monthly Budget Reports
4. New Applications:
 - Bonanzaville Pioneer Days
 - West Fargo High School Dance Invitational
5. New Business
6. Review tourism and events projects
7. Non-Agenda
8. Correspondence
9. Adjourn



7:30 a.m. Wednesday, July 11, 2018
West Fargo City Hall

Members Attending: Mark Simmons, Will Foss, Kurtis Karn, Gordy Ferkul

Members Absent: Bernie Dardis

Others Attending: Melissa Richard, Ellen Rossow

The meeting was called to order by Commissioner Mark Simmons.

There was a unanimous decision to approve the minutes of Wednesday, June 13. No opposition. Motion carried.

The monthly budget report was reviewed. Cruise Night funds have increased due to the addition of sponsorships. West Fest funds have increased due to the addition of sponsorships. The Tourism and Events Committee donated \$5,000 to Bonanzaville for their Independence Day fireworks. The Committee discussed the necessity for a binder with information from previous years in it to look back on. Commissioner Simmons had concerns over the layout of the budget report and will set up a meeting with Melissa Richard and Aaron Mitchell to adjust this

Dakota 50/50 requested \$1000 from the committee for their annual event. Janine Gustafson gave a brief presentation about their group and was available to answer any questions. The committee voted to provide funding to the event, as they had in years past. Will Foss motioned to approve and Gordy Ferkul second the motion.

For new business, regarding the Red Ball project. The artist for this project visited the metro area in search of locations, but did not choose a space within West Fargo. The Committee unanimously decided not to help fund this project then, since West Fargo would not be featured.

Melissa Richard provided a review of upcoming Tourism and Events projects.

Regarding Cruise Night, Melissa Richard shared her experience with the first Cruise Night of 2018, which took place in June. This year's June Cruise Night was very large. There were 3 blocks of motorcycles present, when usually there is only 1 block. For the second Cruise Night, Melissa and other event organizers decided there would be some changes in the layout of the event due to the construction of the Pioneer Place building on Sheyenne Street. Commissioner Mark Simmons had concerns about these changes and requested an outside meeting to discuss this with the event organizers.

Regarding Taste of West Fargo, an event that usually takes place early in August, Melissa requested the event be moved to the end of August. Discussion was had about the moving of this event from Elmwood Park to the new POW/MIA Plaza. Commissioner Simmons brought up a concern with the lack of parking on Sheyenne Street for an event of this nature. Melissa will look up ticket sale information from previous years and will work to reformat the event to better accommodate the new space/parking concerns.

Regarding West Fest, Ellen Rossow found a band for the West Fest Street Dance that both Melissa and Ellen think would be great for the crowd that this event draws. The fees for this band would be very similar to the total cost of the band for last year's event. Gordy Ferkul motioned and Kurtis Karn seconded the motion to have Big Toe & the Jam play at the West Fest Street Dance.

Regarding, the Street Fair, Ellen Rossow suggested the West Fargo Street Fair be a one-day event held on Sheyenne Street in the spring. She presented information regarding organizational needs, logistics, ideas for activities and other specifics she gathered during a meeting with Jennifer Ebens, a popular area craft show organizer. The committee were very receptive of these ideas, the possibility of bringing Jennifer on as a consultant, and moving the event from fall to spring to provide more time for planning. The committee also approved forming a Street Fair committee to begin the planning process.

Gordy Ferkul moved and Will Foss seconded to adjourn the meeting. No opposition. Meeting adjourned.

CITY OF WEST FARGO
West Fargo, North Dakota

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES
TOURISM & EVENTS COMMITTEE
August 6, 2018

	Fund 2900	Fund 2800	Tourism & Events Committee Fund 2140				Total Fund
	Cruise Night	West Fest	Taste of West Fargo	Arts Social	Tree Lighting	Other Uses	
Revenues:							
Interest						221.79	221.79
Sponsorships	11,300.00	7,000.00					-
Parade Participation Fees		1,350.00					-
Softball Registration							-
Donations							-
Vendor Fees	2,040.00	210.00					-
Ticket Sales							-
Total Revenues	\$ 13,340.00	\$ 8,560.00	\$ -	\$ -	\$ -	\$ 221.79	\$ 221.79
Expenditures:							
Current:							
Advertising	2,000.00					1,670.00	1,670.00
Donations	2,000.00					7,500.00	7,500.00
Culture and Recreation	5,151.00	550.00					-
Total Expenditures	\$ 9,151.00	\$ 550.00	\$ -	\$ -	\$ -	\$ 9,170.00	\$ 9,170.00
Excess (Deficiency) of Revenues Over Expenditures	\$ 4,189.00	\$ 8,010.00	\$ -	\$ -	\$ -	\$ (8,948.21)	\$ (8,948.21)
Other Financing Sources (Uses):							
Lodging Tax							0.00
Transfers in						10,000.00	10,000.00
Transfers out							-
	-	-	-	-	-	-	10,000.00
Net Change in Fund Balances	\$ 4,189.00	\$ 8,010.00					\$ 1,051.79
Fund Balances - January 1	\$ 13,148.24	\$ 30,113.82					\$ 58,739.12
Fund Balances - August 6	\$ 17,337.24	\$ 38,123.82	-	-	-	-	\$ 59,790.91



VISITORS PROMOTION FUND APPLICATION

PLEASE READ THE GUIDELINES FOR VISITOR PROMOTION FUNDS BEFORE COMPLETING YOUR APPLICATION. TO BE ELIGIBLE, A PROJECT MUST MEET THESE GUIDELINES.

Date: 8/6/18

Project Name or Event: West Fargo High School Dance Invitational

Date project to be held: December 8th, 2018

Organization Sponsoring Project or Event: IPOP (Interested Parents of Packatahnas)/West Fargo Packtahanas Dance Team

Project Contact: Dan Kackman, Fundraising Chair Phone: 701-799-0397

Contact Address: IPOP, PO Box 235, West Fargo, ND 58078

Amount of Funds Requested from Visitors Fund: \$ 1500.00 → *Same amount as granted previous years*

Brief description of project: The Packatahnas annually host the West Fargo Dance Invitational which brings in dancers and spectators from cities such as Barnesville, Bemdiji, Bismarck, Devils Lake, Jamestown, Valley City, Fargo, West Fargo and other surrounding communities.

List vendors and expenses to be paid with Visitors Committee Funds. Preference will be given to requests utilizing West Fargo businesses:

Sandy's donuts (concessions), Brokerage Printing (program materials), Subway (lunches), Crown Awards (trophies), Old Dutch (concessions), Florist (concessions), Family Fare (concessions), Hotel (lodging for judges)

Has this project been held previously? yes Number of years held: 10+

If yes, previous locations: West Fargo High School

Estimated Attendance at Event or Project: Spectators: 1000 Participants: 500

West Fargo Facilities to be utilized: West Fargo High School

Estimated Budget

		Previous Year	Projected
<u>Income:</u>			
Admissions		8484	8500
Sponsorships/Advertising		1500	1500
Entry Fees		2470	2500
Other	concessions/baskets/raffle	7709	7500
TOTAL INCOME:		20,163	20,000
<u>Expenses:</u>			
West Fargo Facilities		550	800
West Fargo Businessess		4096	4200
Other	judges/athletic trainer/trophies	2032	2300
TOTAL EXPENSES:		6676	7300
PROCEEDS/PROFIT:		13,487	12,700

Please list distributions of last year's proceeds and plans for this year's proceeds.

Funds raised through the dance invitational are used directly to support the annual costs of the team. Space rent, travel, uniforms, coaching salaries, and competition registrations are some of the primary expenditures incurred. High School dance is a non-sanctioned high school activity causing the team and the parent organization to fundraise/solicit for the funds necessary to maintain a quality dance program.

Comments:

Your contribution will assist 30 WFHS & CMS students engaged in the dance program for the 2018-2019 school year, providing these young women life-long experiences which focus on character and team building, confidence, health and wellness. The dancers give back to the community of West Fargo through events such as Night to Unite, Out of the Darkness Walk, a youth dance camp, and other volunteer opportunities associated with the elementary schools.

Presented by:  Date: 8/7/18

Revised 9/13/2000



VISITORS PROMOTION FUND APPLICATION

PLEASE READ THE GUIDELINES FOR VISITOR PROMOTION FUNDS BEFORE COMPLETING YOUR APPLICATION. TO BE ELIGIBLE, A PROJECT MUST MEET THESE GUIDELINES.

Date: Jul 30, 2018

Project Name or Event: Bonanzaville Pioneer Days 2018

Date project to be held: Friday, Aug. 18 and Saturday, Aug. 19, 2018

Organization Sponsoring Project or Event: Cass County Historical Society

Project Contact: Missy Warren Phone: 701-282-2822

Contact Address: 1351 West Main Avenue West Fargo, ND 58078

Amount of Funds Requested from Visitors Fund: \$ 1,000

Brief description of project: Pioneer Days has live demonstrations including Native American educational components including native song and dance, blacksmithing, threshing, print shop press demonstrations and lefse and kuchen making. Historical activities include a kiddie tractor pull on both days, historic children's game, a pioneer costume contest, kids haystack coin hunt, a parade at 2pm both days.

List vendors and expenses to be paid with Visitors Committee Funds. Preference will be given to requests utilizing West Fargo businesses:

Has this project been held previously? Yes Number of years held:

If yes, previous locations:

Estimated Attendance at Event or Project: Spectators: Participants:

West Fargo Facilities to be utilized:

July 17, 2018

City of West Fargo
Attn: Visitors Committee
800 4th Ave E, Suite 1
West Fargo, ND 58078

On behalf of everyone at Bonanzaville, we want to extend a heart-felt thank you for your sponsorship for our July 4th celebration. The event was a huge success and we couldn't have done it without your support. Your generous contribution helped create a memorable event with attendance around 5000 people!

As we continue to grow this event, we wish to express our appreciation for your sponsorship-the very reason why this event is so successful year after year!

Sincerely,



Melissa Warren
Special Events & Wedding Coordinator

