



Arts, Culture & Heritage Committee Minutes

Monday, February 4, 2019 6:00pm

Harrisburg Town Hall

Committee Members Present:

Micah Cash - Chairman

Jitendra "Jeet" Hiremath - Vice Chairman, Sub Committee Chair- *Harrisburg Multi-Cultural Festival*

Toni Wheeler-Jenschke

Others Present:

Shawn Marble, Recreation Programs Manager

Troy Selberg, Town Councilman

Meeting called to order at 6:00pm

- I. Approval of Minutes:
 - a. No approval of minutes (Secretary, Penny Vaughn, absent due to illness)

- II. Special Presentations:

N/A

- III. Public Comment: N/A

- IV. Old Business: N/A

- V. New Business:
 - A. Multi-Cultural Festival Presentation – Jitendra Hiremath
 - 14 countries represented so far. Still looking for volunteers – Troy will reach out to Mayor about volunteers. Shawn discussed how we could send needs list to Student Council and Key Club at HRHS requesting volunteers.
 - Potential Sponsors from Susa's Ice Cream Café, Vortex and Zafran. Was looking at 15 food vendors; discussion was held that may be that was too many food vendors. Vendors could prepare food ahead of time and hand out samples. The committee is working with the Cabarrus Health Alliance to learn the rules and regulations for food vendors. The committee needs to reach out to Jeff Williams (Fire Marshal) about food vendor regulations as well.
 - Need to hold off on website until Daniel reviews. Discussion was held on name of event. Will brand event as Harrisburg Multicultural Festival presented by the Harrisburg Arts, Culture and Heritage Committee
 - Discussion was held on social media page. The idea would be for the HACH committee to have a Facebook page and list the Multi-Cultural festival on it. The committee discussed having a website page that was linked to the Town's website. Jeet would have to manage the page and insure that all

content was reviewed by staff prior to being posted. Discussion was had that potentially a Facebook event is the better way to promote the event. Staff will discuss and follow back up with the committee and Jitendra and the route they should go with social media and the website.

- Discussion was held about volunteers and how to utilize students, from high school, to help act in the role of educators in vendor booths. It was decided that students should not be put in that role, but could help in other event roles such as set up, break down, etc.; Students could work with their families to represent a certain culture
- Fees – vendor fee is ok at \$50; food vendor fee should be lowered to \$100 from \$150; the question was asked: can vendors make deposits and get back after participating (such as non-profit groups or educators who are setting up a booth)?

B. Multicultural Event Logo Review

- Five logos were presented by Shawn that were designed by Two Minds Group
- Discussion was held about the logo with hands. The logo seemed to be the favorite of the committee. The committee likes the idea of the hand component. Potentially would like to see other hand movements (two hands together). Would like to see paisley logo on white background. The committee feels the hand design has more meaning and makes people have feeling; could see just using the hand design on items for branding and event recognition.
- The committee would like to have the hand logo re-designed with the Town colors and Town font; add tagline underneath, presented by Harrisburg Arts, Culture & Heritage Committee

C. Arts, Culture and Heritage Committee social accounts

- Micah will take on the social account of the Harrisburg Arts, Culture and Heritage committee and work to create / manage a HACH Facebook page
- Micah will reach out to Shawn about getting documents for vendors etc. for the Multicultural Festival (in Penny's absence)

VI. Sub-Committee Update:

VII. Council Updates:
Troy Selberg – No updates to date.

VIII. Events:

IX. Adjournment: Micah Cash motioned to adjourn @ 7:31p.m. Seconded by Toni Wheeler Jenschke.

Respectfully Submitted by: Shawn Marble (in Penny's absence)

Next meeting: Monday, March 4, 2019 at 6pm