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**SPECIAL EVENTS ADVISORY COMMITTEE REGULAR MEETING
CELINA COUNCIL CHAMBERS
112 N. COLORADO ST.
WEDNESDAY, APRIL 23, 2025
5:30 PM
MINUTES**

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

Chair Jeremy Page called the meeting to order at 5:30 PM.

Members Present:

Chair Jeremy Page

Committee Member Amanda Bowmer
Committee Member Amanda Webber
Committee Member Amy Ludwyck
Committee Member Chris Baksa
Committee Member Michelle Reeves

Members Absent:

Vice Chair Lisa Whiteside

II. PLEDGE OF ALLEGIANCE:

III. WORKSESSION:

A. Quarterly Special Events Update (Touch-A-Truck, Cajun Fest, and Splash & Blast)

Brant Holland, Special Events Coordinator, presented an after-action update on Touch-A-Truck. Bree Shamsy, Special Events Manager, provided a presentation update for the upcoming Celina Cajun Fest and Splash & Blast.

B. Downtown Events Workshop Activity

Haley Courson, Sr. Special Events Coordinator, led the committee through the Downtown Events Workshop Activity. Below are the Special Events Advisory Committee top 2 recommendations for each prompt.

Group A: What types of incentives or support would motivate Downtown businesses to participate during festivals? (e.g., marketing exposure, signage, etc)

- 1. Downtown businesses to have sandwich boards displayed in front of their storefront to highlight their day of event promotions, specials, and marketing.
- 2. Encourage downtown businesses to decorate their storefronts (balloons, window painting, etc.) in correlation to the theme of the festival/event. Downtown Manager could host a decorating contest to encourage participation.

Group B: What types of activities or promotions could businesses host during festivals to promote their business? (e.g., sidewalk sales, mini workshops, tastings)

- 1. Specialty drinks or promotions in correlation to the festival/event
- 2. Downtown businesses could host pre-event activities or classes prior to the festival; and/or, pre-sale registration of an activity/workshop to host during the event/festival.
- 3. Downtown Scavenger Hunt at participating downtown businesses - Completed submissions could be entered into a raffle for CCF VIP tickets

C. Marketing & Events Budget Overview

Bree Shamsy, Special Events Manager, led a presentation of the Marketing & Events Department budget overview for fiscal year 2025 and proposed budget for fiscal year 2026.

D. Suggestions Regarding Future Agenda Items

Bree Shamsy, Special Events Manager, led discussion for suggestions for future agenda items. No specific requests recorded.

E. Set Next Meeting Date

Bree Shamsy, Special Events Manager, led discussion through setting the next meeting date. The next quarterly meeting is scheduled for Wednesday, August 6, 2025.

IV. **ACTION:**

A. Minutes Approval: Special Events Advisory Committee - Regular Meeting - January 15, 2025, 5:30 PM

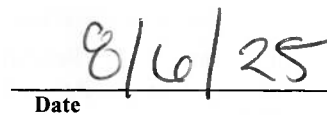
Upon a motion by Chair Page and a second by Committee Member Amanda Webber, the Committee voted six (6) for and none (0) opposed to approve the minutes of the Special Events Advisory Committee - Regular Meeting - January 15, 2025. The motion carried 6-0.

V. **ADJOURNMENT:**

Chair Page adjourned the Regular Meeting of the Special Events Advisory Committee at 6:50 PM.


Chair


Staff Liaison


Date