



July 16, 2009

Special Meeting Minutes – Rumble on the River

The meeting was held at Beth's Bar & Grill located at 409 Chief Street, Benkelman, NE. Members present: Jann Clark, Anita Kitt, Linda Melchert, Joya Neville, Randy Hudson, Joyce Blair, Ben Blecha, Mike Clark, Beth Bolio, Gary Clark, Rita Jones, and Meghann Pursley

1. The meeting was called to order at 6:00 pm by President Gary Clark. Tonight's meeting was informal and informational. Gary Noted that he had visited the street dance in Sterling, NE held July 11th to gather information. Of interest is that Sterling has held their annual street dance for 13 years with the Rumbles hired for the past 11 years. He noted that their expected numbers for attendees was a little over 2,000 and clearing around \$20,000 the past year. The first discussion was an update on the line-up for the Rumble on the River and actual performance production. Please see the following information.
 - a. The Stage – Gary discussed ideas presented from utilization of the stage at Imperial and the issues of relocation that would require pulling the stage from Imperial with a full-sized 18 wheeler tractor trailer. Current plans are to work with the Dundy County Fair Board, utilizing their portable stage that is located at the fair grounds and augmenting it with a 30-foot flat bed that will be provided by Mardell Duvel. Gary will continue to work with Mardell on the project. It was noted that the speakers for the band are huge and take up an extraordinary amount of space.
 - b. Electrical – Gary is working with the City of Benkelman to provide the electrical supply to the stage which will be managed through what will look like a very large extension cord.
 - c. Fencing – Gary shared pictures of the snow fencing utilized at Sterling. This fencing was doubled to prevent handing of any alcoholic beverages across into our out of the dance area.
 - d. Security – We will need 8-10 individuals to provide security for the dance / beer garden area. These individuals shall wear shirts identifying them as such.
 - e. Trash – Gary will study the trash collections and processes during the fair. We should have enough barrels available to us to make this work.

- f. Food Concessions – The map of the dance area calls for the food concessions to be located on the south end of the street. Kelly Ohrman came over to the table to discuss the possibility of their family providing food concessions through their portable trailer. Kelly will get with Gary next week once she has had time to think about the venture. Beth noted that her grill will remain on during the dance for any who wish to purchase food at her bar.
 - g. Break Down – All will need to help get the block torn down, cleaned up and ready for the car show scheduled for the following day. Beth noted that she has been approved by the Benkelman City Council for a Beer Garden this evening. She noted that she will be selling beer in cans to avoid the possibility of broken glass.
2. Promotion of the Rumbles & Overall Media Campaign.
- a. Proclamation - Gary shared with the group a very impressive proclamation from Governor Heineman designating September 18th as “Rumble on the River Day” in the State of Nebraska. There will be a photo op in Lincoln on August 12th for the re-signing of the document in a short ceremony. Gary hopes to involve Steve Hough from The Rumbles. This will kick off the promotion with a press release.
 - b. NTV Coverage – NTV station from Kearney and KKYT Country Radio station both have staff who graduated from Dundy County High School. With these ties to the community, Gary is in hopes that our event will get some good promotion.
 - c. Newspapers –The benefits from the current “Scoop Media” circulation was discussed in that their papers cover not only Benkelman, but Hitchcock County and Hays County.
 - d. Dundy County Fair – Promotion Opportunities
 - 1.) The Chamber has the opportunity to sponsor the Demolition Derby with the Jaycees by providing part of the funding for the live radio feed and providing trophies for the “Most Aggressive Driver”. This event is scheduled for July 26th. Motion by Joyce Blair for the Dundy County Chamber of Commerce & Development to provide half of the funding for the live radio feed during the Demolition Derby (around \$450) and to provide 3 trophies as sponsorship for the “Most Aggressive Driver” award. Second by Beth Bolio. Motion carried unanimously of the members present. Chamber members will be serving as judges for this evening. Rita Jones, Beth Bolio & Jann Clark will judge. Rita will find another one or two judges to assist the group.
 - 2.) Fair Float – The members were asked if they were interested in having a float in the parade to promote the “Rumble on the River” in emphasis of the donations provided

to Dundy County Hospital for the early detection of breast cancer. Joya Neville offered to chair the float committee with assistance from Randy Hudson and Joyce Blair. The membership will be notified if a work evening is scheduled. Participation in the hay bale contest was also discussed.

3.) Boat Ride at the Lions Carnival – The Dundy County Chamber of Commerce & Development adopted the Boat Ride several years ago when the Carnival Committee asked for assistance. Renovation of the ride was accomplished last year. The group was asked to help with operation of the ride during the fair. Becky Brown and Cindy Ham have already volunteered to man the ride on Wednesday and Thursday Evenings. Members signed up for available dates/times.

3. Miscellaneous

- a. Beth noted that she has purchased arm bands for the evening of the dance that promotion the Rumble on the River in Benkelman, NE. These are being made up in bright orange material.
- b. Gary has completed the design for the “Rumble” flyers. A master copy is being kept at the Benkelman Post. Any members who would like to have some printed for distribution may stop by the Post and have them printed and charged to the chamber. Please take copies of these flyers with you when you leave town and distribute them around the tri-state area.
- c. Promoting the Chamber during the Fall Festival was discussed as a way to utilize the “Dundy County” promotional flyers by attaching them to windshields of the cars during the promotion.
- d. Fundraising prior to the dance will be accomplished by the sales of poster sized ads that will be displayed along the stage during the event and strategically throughout the dance arena. Gary is working on a map to use during sales.
- e. Discussion was held on a way to provide receipts to donors. Rita will check with Pat Rotherham regarding the procedure utilized by the Dundy County Community Foundation.

4. Next meeting:

Special Meeting on July 31st, 12 noon Dundy County SR Center / Join us for lunch, Gary’s treat. **Please notify Gary or the Senior Center desk by 10am on this date so they have an accurate headcount.**

Regular meeting on August 6th, 6:00 pm at the Dundy County SR Center.

5. Adjournment at 7:15 pm
/s/ Rita Jones, Secretary DCCCD