

**OFFICIAL MINUTES
SYKESVILLE PARKS AND RECREATION COMMITTEE
November 19, 2020**

Present: Eric Valenstein Chris Sevick
 Billy Shifflett Nick Sheets
 Stacy Link, Council Liaison
 Jana Antrobus, Staff Liaison
 Kerry Chaney, Town Clerk

Absent: Alex Ries Bryan Troast

Call to Order

Eric Valenstein, Co-Chair, called the meeting to order at 6:04 PM.

Approval of the Minutes

Motion was made by Billy Shifflett and seconded by Nick Sheets to approve the October 22, 2020 Minutes as presented. All voted in favor.

Business

2021 Concert Series

Nick Sheets presented the idea of doing a 1-day Music Festival instead a series of concerts. All agreed a Saturday in September would be ideal with 4 or less bands. Also, discussed the possibility of renting a stage. Nick Sheets will vet out the interest of bands who have participated in the past, cost of renting a stage, inviting food trucks and give a presentation during the January meeting.

Marketing 2021 Event Schedule

Billy gathered information on advertising in free local publications and has opened accounts with most he found. Some of what he learned:

- SPARC events and number of audience members it draws online advertising will be the most effective way to advertise. This also will give the committee more time to finalize the 2021 Event Schedule.
- Advertise on local Community Facebook pages.
- Carroll County Visitors Center has offered to help market/advertise SPARC events.

Billy Shifflett will send the information to the SPARC Committee to review and discuss at the January meeting.

Ideas for Marketing

- Printed Flyers to distribute and post at local business and the Sykesville Visitors Center.
- Carroll Community Bank has agreed to post our events on their digital sign.
- After an event post pictures of the event on the SPARC Facebook page.
- Create a theme with the movie and an activity.

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2021 Meeting Schedule

Motion was made by Chris Sevick and seconded by Nick Sheets to approve the 2021 Meeting Schedule. All voted in favor.

Town Updates

- SPARC approved to purchase the tarp requested for the new movie screen. Send the desired size to Town Staff to purchase.
- The Town has been approved for a grant that will remove and replace the Linear Trail exercise equipment.

January Agenda

- 2021 Event Schedule
- Choose 2021 Movies and Activity
- Potential Music Festival
- Marketing 2021 Event Schedule
- Cart Purchase

Adjournment

There being no other business, Eric Valenstein motioned to adjourn the meeting at 6:34 PM. All voted in favor.

Respectfully submitted,
Jana Antrobus, Staff Liaison