



## **Spring City Tourism and Events Commission Meeting Minutes**

**Date:** September 16, 2025

**Attendees:** Robbie Harvey, Ricki Dash, Jody Bauer, Stephanie Strader, Candi Harris, April Kilby, Ava Wilson,

**Guest:** Michelle Caldwell-Ray, Leslee Phillips, Sierra Rains

The meeting was called to order at 6:33 pm. A quorum was present.

**Special Call Meeting** - SCTEC and Spring City Chamber of Commerce Collab for Christmas at The Depot / Lighting the Way to Christmas Event

a) Parade

- Lead – Michelle
- Cost \$30 – this includes nonprofits
- Cutoff for applicants is Thursday before the parade.

b) Lighting of the Depot

- Lead – Ava

c) Sponsors

- Lead – Jody (Teresa, Ricki, Michelle)
- People prefer in person requests over letters mailed to them.
- Teams will divide businesses and reach out.
- Ava is working on Sponsorship Letter. Cutoff is November 7<sup>th</sup> for logos.
- Levels of Sponsorship – \$1500 Carriage Ride (3), \$400 Main Stage 4 x 6 (3), \$250 Music (5), \$250 Santa (2), \$250 Tree Lighting (3), \$75 Gift Sponsor (unlimited), \$250 Lamp Post (13)



d) Vendors

- Lead – Stephanie / Michelle
- Will reach out to top vendors and possibly fill space with activity focused vendors if necessary.
- Cost \$50, need around 40 total vendors
- Start time is 12:00 – need to be setup and all vehicles off of the road by 11:00
- Maps will be sent out to vendors ahead of time.

e) Gingerbread Contest

- Lead – Michelle
- 2 Age Groups – Adults 13+ and Kids up to 12
- Will need 2 prizes

f) Music / Entertainment

- Lead – Stephanie
- Stage must be moved now due to not being able to shut down W Rhea
- High Carbon Steel is available – we will pay for 3 hrs with them so we need to be strategic with other entertainment (4pm – 7pm).
- We will use a music break for the Lighting of the Depot.

g) Food Vendors

- Lead – Michelle
- Cost will be \$65, generators only, need around 6
- Possibly set food vendors and tables / chairs up in City parking lot

h) Passport

- Lead – Candi



i) Carriage Rides

- Stephanie will reach out to them – possible discount
- Cost to us is \$900 each – will get sponsors for 3
- Cost to Ride - \$20 each, \$35 per couple, \$60 per full carriage

j) Marketing

- Lead - Michelle
- Christmas at the Depot has an existing page that will promote the event.
- Possibly run ads on social media
- Are we going to put out sandwich boards that include the schedule of events? Will discuss at next meeting once we have a better idea of pricing.

K) Storefront Décor Contest

- Judged by Police Dept
- Possibly Sponsored by SouthEast Bank for Prizes

The Ornaments / Memorial Tree discussion is tabled for now – Michelle will reach out to RCHS CTE class for stamp. Next meeting is September 23, 2025. Candi made a motion to adjourn the meeting, Ricki seconded the motion, all in favor.

Adjourned Time: 8:13pm.