

Prairie Village Jazz Fest 2024
Committee Meeting
Tuesday January 23, 2024, 5:30 p.m.
Multipurpose Room

Attendees

Dave Hassett	Food and Beverage Chair
Amanda Hassett	VIP Chair
Dave Robinson	City Council Liaison
J.D. Kinney	Special Events Coordinator, Committee Chair
Joyce Hagen Mundy	Volunteer Chair
Elissa Andre	Marketing Chair
John Wilinski	Artist Relations and Backstage Chair
Mary Ann Watkins	Community Member

Committee Chair's Report

Prairie Village Jazz Fest will be held in Harmon Park on Saturday, September 7, 2024, from 3:00 pm until 10:00 pm

Dave Robinson will remain as Council Liaison to the Jazz Fest Committee for 2024.

Talent

John Wilinski recommended the return of a dedicated, staffed Artist Meet and Greet Tent. A 10x10 pop up on the hill west of the entrance gates was discussed. Final location to be determined.

More vegan/meatless options to be added to the backstage/crew food provisions.

Committee members agreed that the inclusion of Libby Morris (Miss Kansas Pre Teen) at 2023 enhanced the community feel of the event. As at the Mayor's Holiday Tree Lighting, where one or more noted community members are recognized and help to light the tree, the Committee would like to find Prairie Village community members who would be willing to be recognized from the stage during Jazz Fest and help introduce an act.

F&B

Construction of the new park in the area of the Harmon Park Pavilion, tennis courts, circle drive and existing playground may impact the layout and location of the food trucks and the main beverage tent.

We will require more credit/debit card terminals at the beverage tent and at the main entrances. In the beverage tent it was discussed that Kansas law no longer requires a physical separation between alcoholic and nonalcoholic beverages, and that a dedicated soda/water line was no longer needed. Adding an additional beverage line and allowing sales of any beverage at any line should aid in speed of service.

Additional rented chest coolers to be added to chill wine and keep beer varieties separate for quicker selection and service at the time of purchase

A price increase for premium/import beers to \$6 and keeping the price of domestic beers at \$5 was discussed. With the increased availability of credit/debit terminals in 2023, cash sales declined. In past years raising the beverage price to \$6 would create a need for a lot more dollar bills to make change. The mix of credit/debit vs cash may cause this to be less of a concern.

The Funnel Cake Truck is interested in Jazz Fest. A link was sent to Dave Hassett

Dave Hassett reported that The Mad Greek, Polar Oasis, and Butterfluff Popcorn have all committed to Jazz Fest 2024

Quench Buggy has asked if they will be invited for Jazz Fest. Drainage from the Quench Buggy flowed into the beer tent in 2023. A different location for the Quench Buggy should be considered if the beverage sales tent remains in its usual location. Park construction may necessitate the relocation of the Quench Buggy due to access to potable water supply

VIP Area

VIP layout and location may be impacted by park construction. Larger tent space may be considered and a dedicated beverage station separate from the beverage tent may be necessary if the beverage tent moves.

Infrastructure

A fence perimeter surrounding the skate park should be planned for to keep attendees out of the skate park before and during the performances.

Temporary low level lighting along the hill sidewalk might improve safety.

Need more temporary trash and recycling receptacles.

Location of the portapotties in the circle drive may be impacted by park construction.

Marketing

Traditional marketing mix including Johnson County Post, The Bridge FM and KCUR to be pursued. 2024 pricing to be added to the budget as soon as it is available.

Continued transition to using the updated "10 Year" Jazz Fest logo.

Even with warm weather in 2023, we still disposed of unused fans. Could probably reduce quantity to 1,000 for 2024

New beverage koozies to be ordered (updated logo). All the previous ones have been sold.

City Committees/Exhibitor Tents

State Farm has requested a marketing spot for 2024

Johnson County Public Library to advise if they would like a tent again in 2024

Dave Robinson is no longer Council Liaison to the PV Foundation. He will speak with McKay Spangler about a Foundation booth in which they will sell past year JazzFest promotional items and t-shirts

The next JazzFest Committee meeting will be held Tuesday, February 27, 2024, in the Multipurpose Room at PV City Hall at 5:30 pm

The meeting concluded at 6:45 p.m.

Respectfully submitted: JD Kinney