



## **Minutes from Juneteenth Festival Planning Meeting**

The meeting was called to order by Jeffrey Adams and attendance was recorded.

**Present:** Arrick Richardson, Corey Owens, Ibragim Chakhalidze, and Sarah Forsythe

The primary goal of this year's Juneteenth Festival is to build upon the success of last year's event while increasing diversity and engagement. The festival aims to promote education about Juneteenth and highlight Huber Heights as a diverse community.

Organizers set a target attendance of at least 1,000 participants. Plans are in place to expand vendor participation, including arts, crafts, and fresh food vendors, and to incorporate health and wellness services such as mobile health screenings.

The event is scheduled for June 15, from 4:00 PM to 9:00 PM. The planning team intends to finalize contracts and logistics by April 1, ensuring enough time to focus on marketing. Promotional efforts will ramp up in April and May, with significant advertising in June. Marketing strategies include the potential use of TV commercials, Facebook ads, and outreach to local media outlets. Sponsorships are being secured, with CareSource pledging between \$2,500 and \$3,000, and Lee's Famous Recipe expected to provide food sponsorship. Discussions are ongoing with the Chamber of Commerce regarding alcohol sales partnerships.

Vendors and food trucks from last year were reviewed, with plans to maintain a similar number while adding a fresh fruit and vegetable vendor. Efforts will be made to encourage minority-owned businesses to participate. To enhance inclusivity, the event will feature a "Black and Minority-Owned Business Showcase."

The entertainment lineup will include a DJ playing music between acts. A competitive dance group is expected to perform a Juneteenth-themed routine, and discussions are underway to secure a choir performance from a local university. The educational component will be enhanced by implementing QR code displays linking to videos about Juneteenth, with possible support from Sinclair College.

A designated kid's area will feature the library's bookmobile, a bounce house, and other activities. The planning team is looking into securing a snow cone vendor or sponsorship for free treats for children and is also exploring options for face painting.

A significant focus of the festival is health and wellness. Plans are in motion to bring mobile health screenings, including cholesterol, blood pressure, and diabetes testing. Premier Health and Kettering Health Network will be contacted regarding their availability of mobile clinics.

Parking and safety logistics were discussed, with consideration for overflow parking options. The team will reach out to the police explorers or other volunteer groups to assist with parking and event safety.



City of Huber Heights  
6131 Taylorsville Road  
Huber Heights, OH 45424  
P. 937.233.1423

Jeffrey Adams, Jr  
Assistant to the City Manager  
Jadams@hhoh.org

Other logistical considerations include stage decorations and banners, a cooling tent, and water distribution for attendees. Organizers discussed the process for securing alcohol sales permits and ensuring compliance with city regulations.

The next meeting planned is scheduled for March 12 at 6:00 PM. By April 1, all contracts, sponsorships, and vendor agreements should be finalized. Marketing efforts will officially begin in April.

The meeting was adjourned at 8:15PM