

# Hill Country Book Festival, Inc. 2009 Annual Report



*"Building Generations of Writers"*

The Hill Country Book Festival began the fiscal year 2009 with a successful report of the organization's first festival held in October 2008. It established a model for planning future festivals.

The Executive Committee Members were:

President, Phyllis R. Moses  
Vice-President, Ann Bell  
Secretary, Margie Boyd  
Treasurer, Margarite Holt  
Advisors and consultants, Roger  
and Addie Busfield

A post-evaluation of the event brought about comments and critical analyses of what happened and how it affected the overall goals of the organization's purposes and mission.

In planning for the new fiscal year, the board of directors decided to plan a children's festival in November 2009 and postpone the adult festival to 2010.

The first three months of 2009 were spent in management discussions and analyses of significant trends having to do with dates, times, and themes of proposed festivals.

Ann Bell recruited several new volunteers for the children's festival, and the outline of a plan was discussed at the February board meeting. The theme selected for the children's festival was "Unleash the Magic," which was emphasized in all publicity material. Ann Bell designed and put into motion many of our publicity formats; she also designed most of the publicity material used in this campaign.

The grant committee met and it was decided to aggressively apply for grant funding. Resources were identified and applications submitted.

The Georgetown Library, along with the Georgetown Arts and Culture Board, granted the use of the library, which was in essence a grant for \$150.00, offsetting expenditure for facilities needed for the festival. The Library also provided, without charge, the use of a meeting room for the Festival's monthly meeting.

Mid-year, grants from Dell Computer Foundation and Target totaling \$5,400.00, were received. This made it possible to move with confidence toward plans for November. Guest presenters were engaged and entertainment secured. Publicity, promotion, and marketing materials were produced. Because of these grants, several important brochures and handouts were produced critical to the success of the festival.

Ann Bell took the position of Webmaster, adding exciting and interesting facets to the Festival's Web site, which was a great marketing tool.

Lynn Whitson designed and implemented a writing competition for students in the Georgetown area. The secondary competition was achieved with the assistance of Paula Brock, Secondary Language Arts Coordinator of the Georgetown Independent School District. Suzy Davidson coordinated the writing competition for grades 3-8 with the assistance of Carmen May, UIL coordinator for the Georgetown elementary and middle schools. Winners of the competition were announced at the November festival and selected entries were published in an anthology that is available through amazon.com and in eBook format.

The 2009 Hill Country Book Festival was held November 14<sup>th</sup> at the Georgetown City Library. Approximately 200 adults and children intermingled with more than 40 children's authors. A variety of children's activities was provided throughout the day. Eight children's authors and illustrators presented their work to small groups of children throughout the day. A panel discussion of area educators was provided for older youth to help assist them in making the best college selection for their particular situation. The highlight of the day was a magician who applied his magic to the power of reading.

November is the month the By-Laws call for an election of officers. A nominating committee was appointed and at the November Board meeting, the following officers were elected:

President, Phyllis R. Moses  
Vice-President, Ann Bell  
Secretary, Lynn Whitson  
Treasurer, Karen Swensson  
Advisors and Consultants,  
Roger and Addie Busfield

The year 2009 ended on a favorable note. HBCF obtained higher visibility, which put it in a more favorable position to recruit more volunteers and to continue to seek funding, thus qualifying it for higher standing in the non-profit community.

The unquestionable value of this organization is the quality and passion of its volunteers. Each one brings unique skill sets, experiences, and talents to the table. With their combined enthusiasm, wisdom, and diligence, the future continues to look golden for them and for those who continue to benefit from their efforts.

This report was prepared and submitted by Past President, Phyllis R. Moses as a true and accurate, but condensed, account of the activities of the Hill Country Book Festival at Georgetown, Texas, in the year of 2009.

Respectively submitted:

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Phyllis R. Moses, Past President