

# Seneca setting stage for Memorial weekend bash

By **ANDREW MOORE**  
andrew@dailyjm.com

**SENECA** – The Seneca Events Committee got down to business Wednesday to begin planning for its increasingly popular Memorial Day weekend festival known as “Meet and 3.”

Last May between 12,000 and 15,000 people flocked to downtown Seneca to take part in the event that featured the BBQ Cookoff, Cruise-In and Arts on the Alley, amid various crafts stands, food vendors and live entertainment opportunities.

This year’s Meet and 3 is scheduled for May 22 and 23. That Friday’s festivities will be kicked off by a classic car cruise-in and the annual Arts

on the Alley event sponsored by the Ram Cat Merchants Association. Cars will be pulled into Main Street for viewing at the Cruise-In beginning 3 p.m. on Saturday.

Saturday’s events will include a Barbeque Cookoff to raise money for the Education Foundation of Oconee County, which funds grants for local teachers to purchase classroom items that aid in teaching science and mathematics.

The popular country duo The Bellamy Brothers are scheduled to perform May 23 from 7 to 9 p.m., while the city is also in talks with the Jack Roper Band for a possible performance.

Mayor Pro Tem Ronnie O’Kelley said given the current

level of popularity of the event, he thought the city would be wise to be tighter with advertising dollars, focusing primarily on local spots.

“Do we need to stay as local as possible?” O’Kelley asked.

Rick Lacey, recreation director, responded in the affirmative.

“That’s my goal,” he said.

The committee also discussed the need to consolidate advertising efforts to reduce some redundancy in some ad markets last year. Advertising plays a key part in this year’s event, Lacey said, because it will be going on the same weekend as the longstanding Freedom Weekend Aloft event, that moved from Anderson to Simpsonville in 2006.