



OAK RIDGE SPECIAL EVENTS COMMITTEE AGENDA

March 9, 2021 – 7pm

Meeting via Zoom & In Person

- 1) Approval of Agenda
- 2) Minutes Approved – Feb 9, 2021
- 3) Veterans Memorial Construction Document:
 - i) Construction Document proposal \$7,000 from Revington Reaves (RR) – being reviewed by Bill Bruce
 - (1) Hope to have approved within two weeks
 - (2) McGill has also reviewed the document and has no issues working with RR
 - ii) Current Veteran’s Fund - \$8399 as of the Town March Financial Statement
 - iii) Left in Town (\$10k) Consultant Design Budget - \$5,025
 - iv) Budget allocation for the Construction Document – \$7,000 - \$5,025 = \$1,975 to take from Veterans Fund
- 4) Presentation to Town Council for Final Design Approval:
 - i) Caroline presented to the Council at the March meeting
 - ii) Approved unanimously by all Town Council Members
 - iii) All positive comments
- 5) Fund Raising:
 - i) Interim Meeting held Feb 23, 2021
 - ii) Town’s Contribution - \$34000 in 2021/2022 and \$34000 in 2022/2023 in matching funds – verbal agreement until the budget is approved
 - iii) Committee will need to raise approximately \$70,000 which the committee agrees is a reachable goal
 - iv) Established April 1, 2021 to have formal fundraising process in place.
- 6) Sponsor Process:
 - i) Sponsor levels Document - Ann
 - ii) Sponsor Process Ann, Caroline, Ben, Danielle & Diana
 - (1) Identify Sponsors – Patti
 - (a) Used the North West Observer & the 2021 Finder
 - (b) Any that we missed?
 - (2) Categorize them per levels – still needs to be done

- iii) Handout Pamphlet Created – Sue & Barbara
 - (1) Can be printed at Town Hall
 - iv) Use of RR PowerPoint Presentation for large sponsors
 - v) Create Pledge Form/Acknowledgement Letter (Gisela's samples) – Sue & Barb
 - vi) Talking with Sponsors – Caroline's niece had recommendations:
 - (1) Call the person to schedule coffee or lunch
 - (2) Present Donor Options at coffee or lunch
 - (3) Follow-up with 2nd meeting, possible at the Veterans Site
 - vii) Solicitate donations at all Oak Ridge Town events
- 7) Create a flow diagram on how sponsors would contribute:
- i) Major and Minor Sponsors
 - ii) In person and on-line
 - iii) Interface with Committee members and Town Staff
- 8) Use of Media – Ben
- i) Northwest Observer Ads – I bumped up the SE budget for this
 - ii) Oak Ridge Town Web Site & Facebook
 - (1) Sandra & Ashley blurb on town matching dollars
 - (2) Interface with Sandra & Ashley on this
 - iii) Continue with social media reminders on a regular basis including NextDoor
 - iv) Fundraising chart – Sue M
- 9) Timetable:
- i) Groundbreaking – Nov 2021
 - ii) Continue to communicate & align with P&R on all topics
 - iii) Complete the fundraising by Spring 2022
- 10) Special Events Budget(s)
- i) 2020 – over by \$1200
 - ii) 2021 – \$7,500 total and approved by Bill Bruce

Next scheduled meeting – April 13, 2021

Note that interim meeting may be needed