



OAK RIDGE SPECIAL EVENTS COMMITTEE
Meeting Minutes
April 12, 2022 – 7pm

Attendees: Sue Madison, Claudia Whitaker, Diana Macklin, Amy Carrickhoff, Ben Walraven, Ann Schneider, Courtenay Harton, Barbara Engel, Patti Dmuchowski and John Garrett

1. Agenda Approval – Motion by Diana Macklin and 2nd by Ben Walraven
2. Minutes from March 8, 2022, Approved – Motion by Amy Carrickhoff and 2nd by Sue Madison.
3. Current Veterans Totals – Patti Dmuchowski
 - a. \$17,600 collected as of Jan 1 - March 31, 2022
 - b. Current total \$115,046.74 (Total Donations, Matched \$ by town, held over match \$ for July 1, and difference at start).
 - c. Next quarterly cutoff will be June 30, 2022
 - d. Gauge needs to be updated to show \$200K as goal – Sue Madison and Sandra Smith to work on.
4. Bricks Fundraising
 - a. Advertising – Sue Madison
 - i. NWO AD – Completed & scheduled for the May issue with a 2/3 page ad.
 - ii. Handout with added Brick information – completed
 - iii. Flyer for Bricks – Completed. Possible contact with Lowes to see if we can add as flyer at checkout.
 - iv. Need to advertise on all social media, i.e., Oak Ridge Town Facebook, Nextdoor, etc.
 - v. Check with ORYA if they could include the flyer on one of their blasts to their email recipients.
 - vi. Use Dominos again to distribute at Northwest graduation weekend of June 3.
 - vii. Local schools have limited their distribution of community flyers.
 - b. Establish a process to record donations – Patti
 - i. Need tax words from Ann – different than current donations letters.
 - ii. Need to have formula to differentiate what is recorded as a donation and eligible to be matched.
 - c. FAQ sheet given to Ashley and flyers available at Town Hall.

- d. Mark to supply blowup of walk of honor brick layout
5. Fundraising
- a. Let's keep the momentum going
 - b. Major thanks to Matt and Danielle Walraven for their \$5K donation and pledge for \$5k more.
 - c. Ann Schneider met with major donor – will participate but no \$ amount yet.
 - d. Ann Schneider to contact Boom
 - e. Patti Dmuchowski to work with Ann Schneider on a sample email to send to potential donors to invite them to discuss their participation.
6. Veterans Groundbreaking
- a. Great success – thank you all
 - b. NWO will have coverage in their May issue.
7. Memorial Day Ceremony 2022 – Patti Dmuchowski
- a. Speaker – Steve Nash – Navy Seal Vietnam Vet spoke at Triad Memorial
 - b. July 4th bike parade in park – any ideas for participation? Patti to check with Matt Matzinger on his suggestions for participation.
8. Veterans Day Ceremony 2022 – Patti Dmuchowski
- a. Speaker – Amy and Brent Carrickhoff's brother and sister in-law
 - b. Need bio when available.
 - c. Scouts will participate.
9. Veterans Site Review
- a. Construction Documents – 100% complete
 - b. Cost estimate is in - \$194K. We will use \$200K as our goal.
 - c. Update on park schedule. Ann Schneider indicated that they are still working on the water connections for the new park.
 - d. Special Events will need to apply for a COA from the Historic Preservation Committee. This will be done as we get closer to the actual construction, and it will be good for 1 year. Sandra has confirmed that the Veterans site is in the Historic district.
10. Light Up the Night – Ben Walraven
- a. Current purchases to complete the circuit – approved
 - b. Patti Dmuchowski to forward new invoice from FLIC to Sandra Smith for purchase.
 - c. Budget item added for next year's budget – circuit down to the Concession Stand - approved
 - d. Discussion with Parks & Recreation on available resources – no concerns from Terry Lannon.
 - e. The town has postponed the need for additional storage requirements for the Special Events equipment. We will continue to use the garage on Scoggins until further notice.

- f. Vendor, entertainment, and Food Trucks status – Barb Engel
 - i. So far, 10 vendors have signed up to participate.
 - ii. Ben, Diana and Amy to check out if we can physically add additional vendors. This would be around the area by the park dumpsters. Current area for vendors is 10 X 10.
 - iii. If we expand the vendors, we may need additional lightning.
 - iv. Wiz the Magician and the Dance group will be back again this year.

11. Budget for 2022/2023 – approved by Bill & just a small increase for 2022/2023

12. No additional business

13. Meeting adjourned at 8:20 with a motion from Ben Walraven and 2nd by Claudia Whitaker.

Next Meeting – May 10, 2022, Town Hall @7pm