



OAK RIDGE SPECIAL EVENTS COMMITTEE

Meeting Minutes

April 13, 2021 – 7pm

Attendees: Barb, Ben, Caroline, Claudia, Danielle, Ann, Diana, Sue, Courtenay, Patti and by video, Danielle and John

- 1) Meeting called to Order at 7pm and the Agenda was approved.
- 2) Approval of the Minutes from 3/23/21
- 3) Fundraising:
 - i) Review of Information Pamphlet – The Committee provided additional comments on the handout. Sue will update, we will send out for committee review and we are so close to having it done! Such great suggestions from the committee members.
 - ii) The changes included changing the red, white, and blue levels to Stars (\$750-\$1500) and Stripes (\$250-\$700). We also discussed having pavers placed in a dominant location for the Stars donors and a free paver for the Stripes donors. Further discussion on this once we talk to Marc from Revington Reaves on pavement placement.
 - iii) Having the Platinum, Gold and Silver Donors level be singular, not plural. Leadership stays as singular.
 - iv) Removing the quantity of available donors for Platinum, Gold and Silver.
 - v) Adding the words “donation level to be determined” to the trees section.
 - vi) On the back page, 3rd bullet, change to read “A boardwalk into the shade of pines, designed to foster tranquility.
 - vii) After much discussion, the official name of the site will be “Veterans Honor Green”. Once the Town council has agreed on the name for the park at their May 6th meeting, it will be incorporated on the pamphlet. For now, we will not include it on the pamphlet.
 - viii) We also discussed that the pamphlet will be an evolving document as more information is defined.
 - ix) Review of the Donor Correspondence – Will need to be worked on and can be used to send a Thank You to the Kernersville News for their article. Sue & Barb
 - x) Process to get 50 pamphlets printed at Town Hall – 50 copies to start with. Ann & Patti
 - xi) Create a poster to hang at Town Hall – Need to check with Sandra & Ashley if they can do.
 - xii) The Committee reviewed the donation gauge that Sue had come up with. Suggestions were made and Sue will update.

- 4) Discuss different scenarios of sponsors:
 - i) Walk-in at Town Hall – Speak with Sandra & Ashley on how this will be handled. Should be the same as when we collected money for the Light Up the Night sponsors. Patti & Ann
 - ii) On-line – This is still not possible at this time.
 - iii) Donations at Town Events – Should be able to use the “Pledge Portion” on the pamphlet.

- 5) Process for Sandra & Ashley
 - i) Credit Cards & Checks & Cash accepted – Review with Sandra & Ashley on this process.
 - ii) Sandra and Ashley enter \$ amount into the Veterans Account.

- 6) How do we get the word out?
 - i) Wonderful article in the Kernersville News on the new Park and the Veterans site. Great lead into the start of our fundraising.
 - ii) Northwest Observer Ad – will wait for July 1 when the new budget kicks in. Can do in June and get billed in July.
 - iii) Town Web Site and Face Book – coordinate with Sandra & Ashley & need blurb. Ann to work on creating two announcements, one for the design completion (April 19) and one for the fundraising announcement (April 26). Will review pictures that can be used.
 - iv) NextDoor – Ben will use Ann’s wording to present a consistent message and the same dates. Ben can only use one small picture so he will pick one to use.

- 7) Large Sponsors solicitation – Caroline & Danielle
 - i) Caroline & Danielle reviewed the Sponsor list created by the committee and designate the Sponsors with their associated levels. They will need to go back now and adjust the red, white and blue to the new stars and stripes level.
 - ii) Caroline asked that we add any new sponsors that we can think of and to review the list if there is any additional sponsors that folks could meet with.
 - iii) Caroline and Danielle will work on a “packet” that we can use when speaking to sponsors.
 - iv) Timeline – The announcement specific to fundraising will be in Ann’s blurb on April 26. We will start the official reaching out to sponsors in mid-May.
 - v) Patti will talk to Shawn on making a “large” composition of the latest pictures that we have and that can be used when we speak to sponsors.
 - vi) Patti will make herself available to speak to community groups.

- 8) Status of Construction Document – Revington Reaves. Mark has made the necessary changes to the contract and sent to Bill Bruce. Bill will forward for signatures. The surveyors were out at the park last week and once completed, we will need to send to Mark. We need to review the budget items and what will be spent in the current budget.

9) Meeting adjourned at 8:35

Next Meeting May 11, 2021 – 7pm Town Hall & Zoom