



## OAK RIDGE SPECIAL EVENTS COMMITTEE Meeting Minutes June 8, 2021 – 7pm ZOOM

- 1) The meeting was called to order at 7:05pm. The agenda was approved with the addition of a Light Up the Night discussion.
- 2) Approval of the Minutes 5/13/21 – Ben W made the motion to accept, and Sue M seconded it. All were in favor.
- 3) Current Status:
  - i) Construction Document – Ann clarified that the status was discussed with Terry and Bill. The complete survey has been completed and will be sent to Revington Reaves. Patti will continue to follow-up monthly.
  - ii) Approval of the use of the military seals. Still waiting on Marine approval.
- 4) Memorial Day Ceremony at the Amphitheater:
  - i) Wonderful success
  - ii) Thank You!
- 5) Fundraising – The group discussed how we need to make a concerted effort to reach out to sponsors.
  - i) Walk through using the PowerPoint presentation with Ben at the park site will be on Thursday, Nov 17<sup>th</sup> at 6:30pm.
  - ii) Set individual goals. Each committee member is asked to reach out to at least 2 of their sponsors by the next meeting in July.
  - iii) Provide the PowerPoint presentation to all – fix last page with fund level info. Ann and Sue to work on this so we have one presentation for everyone. Sue to look at also making the file smaller. A suggestion was made to include the presentation on the new Town Web Site and Ann will work on this when appropriate.
- 6) Ad in the NorthWest Observer
  - i) Ann had a discussion with Patti Stokes on whether we should put an ad in the paper sooner or later detailing the Veteran Sponsorship opportunities.
  - ii) Patti S suggested that the paper do an article on the fundraising effort (including the site details, the fundraising details, and the match by the Town.) and follow that up with an ad. Ann will check on when the article will be in July. There are 3 publishing dates in July and we would prefer a later date with the ad appearing in the beginning of August.

- iii) The specifics on the ad were discussed. Danny sent in a terrific idea on using some of the graphics/ideas used during WW II to raise funds and Ben also sent in some good verbiage detail on the fundraising efforts and details. After a group discussion, it was brought out that the WW II imagery would not resonate with the younger generation. This led to the discussion on including imagery with a composite of several generations. Sue will investigate this. It was also brought up that we should include the Sponsors that we have up to when it is published.
- iv) Caroline also brought up the idea of making a video that focused on Paynie Stafford, a WW II veteran and lifelong resident of Oak Ridge. This may be a costly project, but Caroline will check with the Summit Church and Danielle to see if this is possible. The thought behind this would be that it could be shown at different venues and include our fundraising efforts. Ann also suggested that we might want to incorporate the senior video work done by Harvey Wolfe, a cadet at Oak Ridge Military Academy.

## 7) Correspondence & Tracking of Contributions

- i) The members approved the "Thank You" card Sue created.
  - (1) Patti will obtain card stock and envelopes. She will have the Town print out 15 copies.
- ii) The members also approved the Full-Page Veterans Honor Green Letterhead with a minor change of eliminating the Thank You. This form will have multi-purposes such as acknowledgement of donation, tax info, correspondence for additional uses such as correspondence with the military on the seal details. Patti will have the town print out 15 copies.
- iii) Once the donation is received by the Town, Sandra will enter it into the fund line item. Ann to discuss with Sandra and Sam as to the process and when the match will be applied and available on the Financial Reports on the Town Web site.
- iv) Once a donation is received, we also need to advise Danielle so she can enter the information into her spread sheet and ensure that it is assigned to the proper fund level and recognition, i.e., mention on web site, include in all publicity ads, etc.
- v) Fundraising Process
  - (a) Committee member contacts their Sponsor concerning donating to the Veterans site.
  - (b) Schedule a phone conference or an in-person meeting. Suggested meeting place is a local coffee place, town hall or at the actual site, or a combination of both.
  - (c) Have the formal PowerPoint presentation and the fundraising brochure for them to take with them.
  - (d) End the meeting with getting their thoughts and schedule a follow-up meeting or phone call.
  - (e) Once they have agreed to a donation, obtain a check made out to the Town of Oak Ridge or credit card info.
  - (f) Let Patti D know how specifics and she will create the Veterans Green Letterhead for the donor with the specific details needed. She will also send out a personal Thank You.
  - (g) Patti will provide Sandra and Danielle with the specifics for entering into the Town's financials and the Special Events Spreadsheet.

- 8) Communications – The Committee also commented that we need to continue to keep the fundraising effort out in the public.
  - i) Northwest Observer Ad
  - ii) Town Web Site and Face Book
  - iii) NextDoor
  - iv) Going forward on keeping us visible during June and July. Ann to make a draft blurb after talking to Patti S as to not overshadow the NWO article.
  
- 9) Parade/Light Up the Night – Nov 20, 2021 (6 months)
  - a) All the Committee members agree that we need to put more thought into the parade for a good route/turn-around and that it would be hard to ask folks to do a sponsorship for the parade while we are asking for the Veterans donations. Bottom line, no parade this year.
  - b) Light Up the Night will be held on Saturday, Nov 20 at dusk. Caroline will order the additional lights that we budgeted for to complete the line down & around the Christmas tree.
  - c) Now is the time to start talking to vendors that may want to participate in the evening festivities. Caroline will start to contact potential vendors.
  - d) We will again have Santa. Ann will contact Santa Bob and see if he is available.
  - e) We will need to put in place a group to set-up, maintain and take down the lights.

Next Meeting July 13, 2021 – 7pm Town Hall