



OAK RIDGE SPECIAL EVENTS COMMITTEE

March 23, 2021 – 7pm

Meeting Minutes

Attendees: Diana, Barb, Ann, Patti, Courtenay, Claudia and Gisela on the phone.

- 1) Approval of Agenda
- 2) Approval of Meeting Minutes – March 16, 2021
- 3) Fundraising:
 - i) Review of Information Pamphlet – Changes suggested and noted. Barb will share with Sue. Mentioned that the pictures should have the 6 monuments in them.
 - ii) Review of the Donor Correspondence – Suggestions made – Barb & Sue will create. Consistent letterhead for all correspondence. Oak Ridge logo on top with Veteran's site name and the 6 branch emblems along the bottom or left side. Folks always like to see their associated branch noted.
 - iii) It was noted that we could make changes to the pamphlet along the way so printing a limited number would eliminate waste.
 - iv) Review of the Form to Track Sponsors
 - (1) Review cost of trees & pavers – noted on pledge card that the costs will not be available until Fall 2021/2022 and could also include inside.
 - v) Review of Sponsors sheet and associated Committee Members – Add Edward Jones - Claudia
 - vi) Process to get pamphlets printed at Town Hall – will check with Sandra on how we should do this. Suggested a heavier stock paper and starting out with 50 copies.
 - vii) We also discussed have a certificate for the larger donors to hang up in their place of business. Also brought up was a certificate for the paver donors.
 - viii) Gisela also reminded us to always think of the “in kind” donations.
 - ix) Decals for donors was mentioned to me by Ben. Need to get pricing on this.
- 4) Discuss different scenarios of sponsors:
 - i) Walk-in at Town Hall, Ashley and/or Sandra to handle.
 - ii) On-line at the Oak Ridge Web site.
 - iii) Donations at Town Events.
 - iv) Committee members contacting identified sponsors.
- 5) Process for Sandra & Ashley
 - i) Credit Cards & Checks & Cash accepted.

- ii) Do we give them a receipt? Only if they come into the Town Hall. If they pay by credit card, they will have their receipt.
 - iii) Sandra and Ashley enter \$ amount into the Veterans Account.
- 6) How do we get the word out?
- i) Northwest Observer Ad – need to wait until July 1 for new budget period to begin.
 - ii) Town Web Site and Face Book
 - iii) Poster at Town Hall
 - iv) NextDoor
 - v) Committee Members call their sponsors with a “Heads Up”
- 7) The new “coming soon” sign was posted at the Vet’s site in time for the new Park Open House.
- 8) The Town Council will vote on the Park name at the April meeting. We will then go back to our selected names and come up with the Veterans Site name.

Next scheduled meeting – March 30, 2021