



OAK RIDGE SPECIAL EVENTS COMMITTEE

Meeting Minutes

May 11, 2021 – 7pm

Attendees: Ann S, Courtenay H, Patti, Ben W, Sue M, Caroline R and John G

- 1) The meeting was called to order at 7pm
- 2) Agenda - Approved
- 3) Minutes 4/13/21 - Approved
- 4) Current Status:
 - i) Construction Document – Approved by Town Manager & Revington Reaves
 - (1) Terry L will be in charge of the project and communicating with Reveington Reaves
 - (2) McGill will also be involved with coordinating with Revington Reaves
 - (3) If there are any design questions, Special Events will be involved and will follow-up on the progress of the project on a regular basis
 - (4) The charge for the Construction Document is \$6K
 - (5) McGill is currently working on finalizing the site survey
 - ii) Approval of name – Veterans Honor Green – Approved by Town Council & Parks & Rec Advisory Board
 - iii) Pamphlet Completed & Available at Town Hall
 - (1) The group discussed the need for permission to use the military seals on our correspondence and monuments. No seals are allowed on fundraising correspondence. Sandra Smith has contacted all 6 military branches on obtaining permission to use the seals on the monuments. To date we have received permission from the Army and Navy.
 - (2) It was also noted that we have to use approved military manufacturers for the seals. We will work with Mark Reaves for vendor info as we get closer to purchasing them.
 - (3) Sue Madison will also provide a plastic holder for the brochures
 - iv) Patti gave a presentation to the Oak Ridge Kiwanis Club. Please let her know if you have an organization that would also like a presentation.
- 5) Memorial Day Ceremony at the Amphitheater:
 - i) Program information obtained and forwarded to Ashley for the program
 - ii) Gary Blackburn, Scouts, Town Representatives & Northwest Guilford Womens Club

- iii) Posted on NW Observer Community Page. Patti to add for folks to bring a chair or blanket. In addition, we have reserved the shelter next to the playground. Both the amphitheater and shelter are reserved from 8am to 12 noon.
 - iv) The town has purchased a new sound system that can be used for the ceremony. Bill Bruce suggested that we try out the system to make sure we are familiar with it. Caroline and Ben will pick a day to do this. They will check with Ashley on this and pick up at the town hall.
 - v) Ann attended the the NW Guilford Women’s club meeting and they discussed having the opportunity to do additional décor at the amphitheater.
- 6) Large Sponsors solicitation - Caroline
- i) Recommendation for Fundraising – Please see Caroline’s write-up which I have scanned and attached.
 - (1) We also discussed an “Option 3 – Meet at the Veterans site to discuss”
 - (2) Ben has volunteered to have a “mock” discussion for the group at the site
 - ii) Need to fix the OR Web Site to note that “on-line donations cannot be accepted at this time”. Ann will check with Sandra on this addition.
 - iii) We also need to review the “Initial Pledge Agreement” that Sue M created.
 - iv) Everyone should have a copy of the presentation and we need to add a last page with the pledge levels defined. Ann & Patti will work on.
 - v) Date to Start fundraising – End of June
 - vi) Donation by Oak Ridge Easter Horse group - \$300 has been received.
- 7) Communications - Ongoing
- i) Northwest Observer Ad – the group needs to create a half page ad for the end of June announcing our fundraising and pertinent information. We checked the budget and there is \$2K for Veteran’s advertising. So, we could do 4 ads, June18, November for the groundbreaking, Dec and then in the Spring.
 - ii) Town Web Site and Face Book – keep putting out monthly blurbs
 - iii) NextDoor – continue to put out monthly blurbs
 - iv) Going forward, we need to keep our fundraising efforts out in front of the public.
- 8) Thank You correspondence. Sue will also work on a smaller size thank you note for the sponsors with a picture of the site and the faded “thank you”. We also discussed using the OR Town Seal but Ann felt that it does not printout well. There is a person working on re-doing the OR seal, but no completion date is available. Ann also provided the latest status on the new OR website. Slow but steady as there is a large amount of data that needs to be moved over and in a specific procedure. She will keep us updated.
- 9) The committee also discussed displaying the OR Veterans Site Fund gauge at town hall. Patti, Sue and Ann will work out the logistics. We cannot display the gauge at the front of the Town Hall as this would violate the town sign ordinance.

Next Meeting June 8, 2021 – 7pm Town Hall