



## OAK RIDGE SPECIAL EVENTS COMMITTEE

### Meeting Minutes

### July 13, 2021 – 7pm

Attendees: Ben Walraven, Courtenay Harton, Claudia Whitaker, Sue Madison, Caroline Ruch, Patti Dmuchowski and John Browning on Zoom

- 1) Approval of Agenda – Motion by Ben Walraven and 2<sup>nd</sup> by Sue Madison
- 2) Approval of the Minutes 6/8/21 – Motion by Ben Walraven and 2<sup>nd</sup> by Caroline Ruch
- 3) Current Status Veterans Memorial:
  - i) Poster created and placed at Post Office, Town Hall & Lowes – copy needs to be fixed with Stars and Stripes being \$250 - ~~\$1500~~. Sue will correct & then provide updated copy to Ashley.
  - ii) Pamphlet Completed & Available at Town Hall – copy provided has error “Starts” vs “Stars”. Sue to fix and will have Ashley make new copies.
  - iii) Veteran letterhead/acknowledgement of donation & approval from Sam & Sandra. It was decided by the town that we cannot use our Veteran letterhead to document the sponsor’s donation. It must be on Town letterhead and sent out by Sandra who will copy Patti.
  - iv) Personal “Thank You” cards & envelopes. Still working on issue on the printing.
  - v) Gauge developed and approved by the Committee. Needs to be put on the OR Web site and an update process developed.
  - vi) Not sure of the status on the new Web Site – Ann will provide an update.
  - vii) Still need to define when the matching funds will be posted by the town. Patti & Ann will discuss.
  - viii) Pamphlets at Music in the Park – July 10, 2021. Jim Kinneman spoke at the event and reminded folks of the Veterans Memorial. Patti left pamphlets on the table if anyone wanted one.
- 4) Large Sponsors solicitation
  - i) Town process in place - Still working on this with Sandra. The \$300 donated by the OR Horse Association has still not shown up in the Veterans Fund on the financial monthly reports.
  - ii) Donation by Oak Ridge Horse Club - \$300. Acknowledgement letter has been sent and Patti has recorded on the DB and filed.
  - iii) Data Base tracking donations & assign sponsor level. Patti has generated a Spreadsheet that was shared with the Committee. An additional column has been included to note if the donor would like the donation made public. Ben brought this up as a large contributor may

not want their name out in the public. Concern with folks asking for other additional contributions for their causes.

- iv) Patti provided binders for the folks present to use when they are talking to the potential sponsors. It includes the computer presentation with the last page detailing the amounts and associated levels, a list of discussion bullet points, the pamphlet, a copy of the poster and the sample letter used for a thank you and donation receipt from the town. Corrections need to be made to the poster and pamphlet and the binders updated accordingly. Patti will follow up on and provide binders to those who were not able to attend the meeting.

#### 5) Design items discussion

- i) Honor Pavers – Where are they going to be located? Suggestions include around the circle or a band coming up the walkway. Need a decision.
- ii) Differential between Stars (Honor Paver placed in a prominent location) vs Stripes (Honor Paver to honor a veteran or loved one of their choice). Need to discuss further but get an answer so folks can share with potential sponsors. Patti to call an interim meeting and get input and also discuss with Mark from Revington Reeves.
- iii) It was brought up that there was a Town discussion on the “benches” at the site. Patti reminded the group that the final design was approved by the Town Council. Folks felt that it needs to be differentiated from the regular park benches. Patti will follow-up with Ann. John B will also look into this.
- iv) John B shared that the town is currently waiting on the submission of the Part F grant application which should be decided in Aug or Sept. This grant would provide over \$450K, with matching funds from the town. John shared that the plan is still for Spring excavating, and he will keep us informed of any updated status.

#### 6) Communications - Ongoing

- i) Northwest Observer Article – Patti Stokes indicated that Chris B will contact Patti D later this week for information on the article for the July 29 issue.
- ii) Northwest Observer Ad -
  - (1) Should follow article – Plan for 1<sup>st</sup> issue in August.
  - (2) Needs to be developed – Sue Madison will develop copy and review copy info from Ben. The ad should be consistent with the Poster information. It will need a banner type line such as “You Can Be a Part of Oak Ridge History.” Sue to develop for the committee for review.
- iii) Sue to also “lighten up” the image as some thoughts that it was dark and would be too dark on the NWO ad. Patti will check when the ad copy is needed. Suggested that it be completed no later than July 22.
- iv) Town Web Site, Face Book and NextDoor can use the ad as well on their sites in August. The town clerk will handle posting on social media.

#### 7) Light Up the Night

- i) Caroline has requested that the event be moved from Nov 20 to the backup date of Saturday, Dec 4, with a backup date of Sunday, Dec 5. The event will start at 4pm as dusk is at 5:05pm.

- ii) John B will check with Ashley on the dates and see if there is an issue with using a Sunday backup date of Dec 5.
  - iii) Patti will also check if there are any other events going on in Stokesdale and Summerfield on that date.
  - iv) Order luminaries. Caroline will double check with the vendor but believes that no more than 2 weeks' notice is required.
  - v) "Santa Bob" – Ann will need to check if he is available on the new date once confirmed.
  - vi) Check with local participants – ORES & Dance Group
  - vii) Vendors – Caroline has talked to her contact and there will be no problem with getting vendors for the event.
  - viii) Food trucks – Caroline will again check with the food trucks but feels that there should be no issue.
  - ix) It was also discussed about having music continuously play as folks are walking around the lights until 9:00. Patti to check the budget and see if anything extra was allocated.
  - x) Caroline suggested that we add a banner header to the existing banner to indicate the date and time for the public to see. Patti will check with the API and also check on how long we are allowed to have the sign up.
  - xi) Budget questions – The 2021/2022 Special event budget for light up the night includes:
    - (1) Trees/Stars Supplies - \$250
    - (2) Signage/Banner - \$350
    - (3) Decorating Santa's Area - \$250
    - (4) Ads - \$1,000
    - (5) Misc Supplies - \$150
    - (6) Music Entertainment - \$450
- 8) 911 – 20 Years Memorial – occurs during Ridge Fest
- i) Patti will check with the Town to see if there are any issues with having an early morning (9am) ceremony on Saturday, Sept 11 at the amphitheater. Should not last more than 30 minutes.
  - ii) Patti will investigate possible speakers and develop a memorial service.
  - iii) It was also suggested to have the blue lights up at the Veterans site with electricity from the Scoggins garage. We have the long extension cords. To be discussed further.
- 9) The meeting was adjourned at 8:33 with a motion from Caroline Ruch and 2<sup>nd</sup> by Courtenay Harton .
- 10) Additional Item
- i) Side discussion on the way out with Patti & Courtenay. Courtney has a beautiful giant American flag on her barn. Patti thought it might be nice for the Committee to meet there and have their picture taken. Courtenay has also suggested the use of her barn for our interim meeting. Patti will follow-up on.

Interim Meeting - TBD

Next Monthly Meeting August10, 2021 – 7pm Town Hall