



OAK RIDGE SPECIAL EVENTS COMMITTEE

Meeting Minutes

March 30, 2021 – 7pm

Attendees: Barb, Ben, Caroline, Claudia, Danielle, Ann, and Patti

- 1) Meeting called to Order at 7pm and Approval of Agenda
- 2) Approval of the Minutes 3/23/21
- 3) Fundraising:
 - i) Review of Information Pamphlet – The Committee provided additional comments on the handout. Barb will coordinate with Sue to continue updating the pamphlet. Great job!
 - ii) Town Council will be voting on the official name for the Park at their May Town Council meeting. We will then work on the Veterans Site name. As a reminder, these are the final names we had decided on. I went back to our final "5" back in February and just to remind you what we had whittled it down to:
 - Oak Ridge Veterans Place of Honor
 - Oak Ridge Place of Honor
 - Oak Ridge Veterans Honor Green
 - Oak Ridge Tribute to Veterans
 - Oak Ridge Veterans Circle of Honor
 - iii) Review of the Donor Correspondence – Will need to be worked on. Sue & Barb
 - iv) Process to get them printed at Town Hall – 50 copies to start with. Ann & Patti
 - v) Create a poster to hang at Town Hall – Need to check with Sandra & Ashley if they can do.
 - vi) Review the “thermometer” of fund-raising status. Sue
- 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) Northwest Observer Ad – will wait for July 1 when the new budget kicks in. Can do in June and get billed in July.
 - ii) Town Web Site and Face Book – coordinate with Sandra & Ashley & need blurb. Ann to work on creating this announcement based on input from the Committee. Ann indicates that she and Sandra continue to work on the new Town Web Site.
 - iii) NextDoor – blurb from Ben – specific points to include were discussed and will use Ann’s wording to present a consistent message.
 - iv) Committee Members call/visit their sponsors with a “Heads Up”. Maybe drop off a pamphlet?

- 7) Large Sponsors solicitation – Caroline & Danielle
 - i) Caroline & Danielle will use the Sponsor list created by the committee and designate the Sponsors with their associated levels.
 - ii) Process in place – this needs to be addressed.
 - iii) Date to Start – we still need to create a timetable to roll-out our fundraising efforts
 - iv) Patti will make herself available to speak to community groups.

- 8) Status of Construction Document – Revington Reaves. Still being worked on by Bill Bruce and Legal. We need to review the budget items and what will be spent in the current budget.
- 9) Meeting adjourned at 8:30

Next Meeting April 13, 2021 – 7pm Town Hall