



OAK RIDGE SPECIAL EVENTS COMMITTEE AGENDA March 9, 2021 – 7pm Meeting Minutes – Zoom & In Person

Attendees – Caroline Ruch, Ben Walraven, Diana Macklin, Ann Schneider, Courtenay Benbow-Harton, Barbara Engel, Claudia Whitaker and Patti Dmuchowski

Zoom – John Browning representing Park & Recreation Advisory Board

Items highlighted need to be addressed before the next meeting

- 1) Meeting called to order at 7:00 pm
- 2) Agenda Approved
- 3) Minutes Approved – Feb 9, 2021
- 4) Veterans Memorial Construction Document:
 - i) Construction Document proposal \$7,000 from Revington Reaves (RR) – approved and signed by Bill Bruce and sent to Revington Reaves.
(1) Will verify that Mark and Bill have signed the contract. - Patti
(2) McGill has also reviewed the document and has no issues working with RR.
 - ii) Current Veteran’s Fund - \$8399 as of the Town March Financial Statement.
 - iii) Left in Town (\$10k) Consultant Design Budget - \$5,025.
 - iv) Budget allocation for the Construction Document – \$7,000 - \$5,025 = \$1,975 to take from Veterans Fund. Question on using the remaining funds before the end of the Fiscal Year.
Ann & Patti.
- 5) Presentation to Town Council for Final Design Approval:
 - i) Caroline presented to the Council at the March meeting. Great job.
 - ii) Approved unanimously by all Town Council Members so going forward, no major changes will be made to the design.
- 6) Fund Raising:
 - i) Interim Meeting held Feb 23, 2021

- ii) Town's Contribution - \$34000 in 2021/2022 and \$34000 in 2022/2023 in matching funds as part of the Town's capital budget – verbal agreement until each of the budgets are approved.
- iii) Committee will need to raise approximately \$70,000 which the committee agrees is a reachable goal. Bill Bruce asked for an estimate on what we might raise in the first year. I conservatively said \$34K.
- iv) Established April 1, 2021 to have formal fundraising process in place.

7) Sponsor Process:

- i) Sponsor levels Document created by Ann was reviewed with her changes from the last meeting. The Committee agrees with going forward with this as the basis for our fundraising effort.
- ii) Sponsor Process Ann, Caroline, Ben, Danielle & Diana
 - (1) Identify Sponsors – Patti
 - (a) Used the North West Observer & the 2021 Finder plus suggestions from committee members.
 - (b) The Committee adjusted the Sponsor list as suggested.
 - (c) The possibility of having another Barn Bash was brought up and Caroline to discuss with the folks involved. Great fundraising possibility.
 - (d) The list was reviewed as to who from the Committee would logically contact the sponsors.
 - (e) Update the spreadsheet based on the changes and committee person assigned to contact - Patti
 - (2) Categorize them per levels – still needs to be done.
 - (3) Create a form for the Committee to use on the availability of the Sponsor levels. - Patti
- iii) Handout Pamphlet Created – Sue & Barbara
 - (1) Terrific draft for the handout. The layout was reviewed by the group and suggested changes noted. Sue & Barb will continue working on.
 - (2) Can be printed at Town Hall. Maybe purchase a little heavier stock.
 - (3) Will be made available at the Town Hall front desk with Ashley and handed out at all Oak Ridge events.
 - (4) We have approval to have a Memorial Day ceremony. The Scouts will be there as well as support from the Northwest Guilford Women's club again. Same format as before.
- iv) Use of RR PowerPoint Presentation for large sponsors. Still needs to be reviewed.
- v) Create Pledge Form/Acknowledgement Letter (Gisela's samples) – Sue & Barb
- vi) Talking with Sponsors – Caroline's niece had recommendations:
 - (1) Call the person to schedule coffee or lunch
 - (2) Present Donor Options at coffee or lunch
 - (3) Follow-up with 2nd meeting, possible at the Veterans Site

8) Create a flow diagram on the various ways that sponsors would contribute - Patti

- i) Major and Minor Sponsors
- ii) In person and on-line
- iii) Interface with Committee members and Town Staff

9) Use of Media – Ben

- i) Northwest Observer Ads – I bumped up the SE budget for this.
- ii) Oak Ridge Town Web Site & Facebook
 - (1) Sandra & Ashley blurb on town matching dollars was terrific.
 - (2) Interface with Sandra & Ashley on future blurbs.
 - (3) Great job by Ben on the March blurb for social media. Establish key criteria that should be mentioned every time.
- iii) Continue with social media reminders on a regular basis including NextDoor
- iv) Fundraising chart – Sue M

10) Timetable:

- i) Groundbreaking – Nov 2021
- ii) Continue to communicate & align with P&R on all topics. Patti will attend the Mar 18 meeting.
- iii) Complete the fundraising by Spring 2022.

11) Special Events Budget(s)

- i) 2020 – over by \$1200
- ii) 2021 – \$7,500 total and approved by Bill Bruce
- iii) Meeting with Finance Committee on March 15 to review the SE budget.

11) John from Parks and Recreation Advisory Board added several comments:

- i) There will be an Open House on the new park property on March 22 as a way to strengthen the Town's PARTF application for the new Whitaker property park.
- ii) The Parks & Rec group continue to work on the name for the park. There have been several suggestions of Oak Ridge Veterans Park which the Committee was happy with.
- iii) Note that we should have our "Future Veteran Site" sign up for the open house. Sue & Patti
- iv) Music in the Park will be happening this year. Maybe limitations on food that is served.
- v) We asked John if he could find out the pricing that was used for the memorial bricks and trees in the park.

Next Meeting – Tuesday, March 23 @7pm Zoom and In-Person