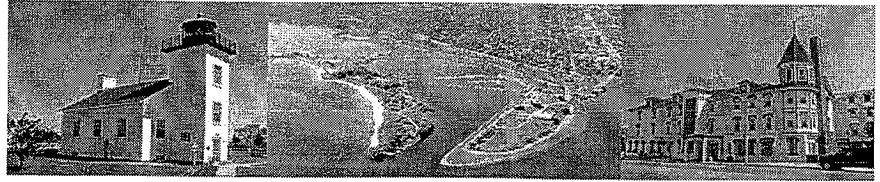


150
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Honor Escanaba's past ... celebrate its present ... imagine its future!

Steering Committee Meeting

A G E N D A

Noon

Thursday, February 14, 2013

City Hall Council Chambers

- I. Call to Order
- II. Members present
- III. Agenda approval/adjustments
- IV. Approval of Minutes – December 13, 2012, January 10, 2013
- V. Treasurer's Report/Budget update
- VI. Event Update/Action Plan
- VII. Approval of RFPs
- VIII. VIP Invitations
- IX. Committee Reports
- X. Member comments, suggestions, concerns
- XI. Upcoming Meetings – Thursday, February 28, 2013 at noon
- XII. Adjournment

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Honor Escanaba's past... celebrate its present... and imagine its future

Meeting Minutes 1/10/13

Call to Order

Called to order at 12:03 p.m.

Members Present

Pat Baribeau, Kim Peterson, Marilyn Kinsey, Lori Hertig, Kay Johnson, Jack Beck, Bob Viau, Elizabeth Keller, Jeanne Rose, Deb Millican, and Charles Lindquist

Approval of Agenda/Adjustments

A motion was made by Marilyn Kinsey, seconded by Jack Beck, to approve the meeting agenda as presented. Ayes were unanimous.

Approval of Minutes – December 13, 2012

The approval of the December 13, 2012, meeting minutes will be tabled until February 14, 2013.

Treasurer's Report

Reviewed the fund statement (December 2012 is not closed out yet). Balance as of 12/31/12 is \$137,636.21. First Bank made their pledge payment of \$5,000 and there was \$1,000 donated for the Esky 150 tree project. 150 tree project budget is at \$6,400. Jack Beck and Gary LaPlant are meeting with the Hannahville Indian Community on Monday. Jack Beck, Kay Johnson and Lori Hertig will be meeting on Wednesday with the Green Bay representative from EL & S Railroad.

Kay Johnson stated she attended the GFWC and they are donating \$500.

A motion was made by Charles Lindquist, seconded by Jack Beck, to approve the Treasurer's report as submitted. Ayes were unanimous.

Event Update/Action Plan

Reviewed the "January Updates" (attached to meeting minutes). The U.S. Parachute Team is not able to participate in the celebration, the Thunderbirds are on the calendar for Battle Creek for Friday and Saturday and are working on them to come for a show on Sunday. The Canadian Parachute Team is considering coming to the celebration and will get back with their decision.

Event application will be on the 01/17/13 City Council agenda for review and approval.

Kay Johnson stated that other members are needed for photo opportunities with the big sponsors of the event. Also suggested someone from City Council or someone who served as a former Councilmember doing the photo opportunities. These photos can be uploaded to the website.

Lori Hertig stated something should go in the Daily Press stating that calendars would be completed by March 1st so if a club is interested in participating there is a deadline set. A press release will be together on such for the Daily Press. Rack cards could be printed and given out at various upcoming events in the community. Jack Beck stated they were telling contributors to have funding in by February 15th so plans could be made.

Hosting a media session on 01/18/13 at 10:30 a.m. at City Hall. Bob Viau will be running a PowerPoint Presentation. Invites were sent to all radio stations and television. Daily Press will be in attendance also. Channel 10 did a brief interview with the Finance Committee that will be televised soon. Kay Johnson and Lori Hertig attended the Harbor Advisory Committee Meeting and a flyer is being put together for all different harbor masters and yacht clubs on the northern end of the Great Lakes. Will be working on calendars and placemats. Suggested the airports be contacted also to place rack cards and/or flyers out. Also suggested Hilltop Camper do some outreach to their contacts to spread the word about the celebration.

There will be 5,000 buttons made at a cost of \$.28/each and sold for \$5.00. The buttons are being printed through Peggy Schumann at cost so it will be suggested that she be allowed to display some buttons for sale.

A youth group will be asked to volunteer to man a booth at the upcoming Home and Garden Show. Rack cards can be given away and buttons could be sold.

Discussed a souvenir book being printed. Kay Johnson and Lori Hertig will meet with the Daily Press to see if they are still interested in printing the programs. Suggested a local company taking over the project of a souvenir book with final input being given by the Esky 150 Committee. This will be further discussed at next month's meeting. Charles Lindquist stated Richards Printing had previously expressed interest in doing a souvenir book.

Pat Baribeau will check on the copper coins which was previously discussed. An idea was for Lakestate Industries to do wooden keys to the City. Saykly's candies could be in the gift baskets also.

Discussed window displays and having a hard time finding someone willing to take this project on. Contact will be made with Mollie Larsen of the Art Center for a possible poster project and Pat Baribeau and Elizabeth Keller will work together on finding someone for the window displays. Contact will also be made with the high school history class to see if they are willing to get involved.

Reviewed the Action Plan.

Approval of RFPs

There were no RFPs to approve and/or review.

VIP Invitation

Kay Johnson will be working on the VIP invitation list and is seeking input if anyone knows of someone that should be included. Kay Johnson will ask the GFWC if they are interested in putting together a gift basket for the VIPs that confirm their attendance. Discussed a few items that could be included in the gift basket. All the former managers, councils, and politicians will be invited. Also, will be working on a list for chamber members, business industry and business in the area along with former people who have been involved in the community. A letter has been sent to politicians out of town inviting them to the celebration.

Committee Reports

Tree Committee – End of year total for the tree project is \$13,085. Already planted 43 trees and 2 shrubs.

Members Comments, Ideas, Concerns

Discussed Charles Lindquist's recent book being linked from the Delta County Historical Society to the Esky 150 website for purchase.

Upcoming Meetings

Upcoming meeting is scheduled for Thursday, February 14, 2013, at noon in the Council Chambers of the Escanaba City Hall.

Adjournment

Motion was made by Marilyn Kinsey, seconded by Charles Lindquist, to adjourn at 1:13 p.m. Ayes were unanimous.

January 8, 2013

To: Esky 150 Steering Committee
From: Kay and Lori: Events co-Chair
Re: January Updates

1. **Promotion Items:**

- a. Daily Press ads in January focus on inviting vendors to participate and asking for folks to help set up historical storefront displays.
- b. Meeting with all of the local media will take place on January 18 @ 10:30.

2. **UPDATES:**

- a. **RFP:** Gary LaPlant, from Community Foundation, RFP's and the contracts went out to these individuals/groups on January 3rd. Added Wagon Rides and Ski-Ters this week.
- b. **Key Club:** Lori and Kay met with members of the high school Key Club. They will submit event ideas for teens at their January meeting for what type of teen events the Kiwanis Club might consider for the 150 celebration. Follow up is needed.
- c. **Car Race:** There will be a car race during the esky150. Hoping to schedule for Sunday July 7.
- d. **½ Marathon:** Kick off was January 4th for initial registrations. There are almost 100 runners signed up at this time!
- e. **Bike Event:** Judi DeGrand will assist with this event and form a committee. We will meet next week.
- f. **WaterSki Show:** Confirmed with Jim Martin. RFP to be signed this week.
- g. **150 Days to Wellness:** met with all entities 1/7 and project begins Feb. 4
- h. **Musical Show:** Met with Lynn Soderberg and Marie Peterson (1/4) and the "Music through the Decades" Concert is scheduled on Thursday, July 11th at the Escanaba High School as a fundraiser for the Honor Flight.
- i. **Coast Guard:** Paul Bissell continues to work on getting the Mobile Bay and a CGHelicopter
- j. **Historical Society:** Attend monthly meeting on January 14
- k. **GFWC Woman's Club:** Lori and I will present to this group on January 16
- l. **Country Barn Dance:** Met with Valerie Norman, she will secure a band this month.
- m. **Harbor Advisory Meeting:** Attended monthly meeting. Posters/information will be sent to all yacht clubs on Lake Michigan. Informed group of festivities and possible opportunities.
- n. **Horse/Wagon Rides:** Received a bid from Brandy Messersmith for horse/wagon rides for Friday parade, Sat/Sunday afternoon rides around the park, Friday(12th) night rides for country dance.
- o. **Boy Scouts:** Emailed Mark Rose regarding ways that the Scouts can assist and participate in the 150. They meet January 31st, we will attend, if invited.
- p. **Railroad:** Meeting railroad representative on January 16th.

3. **Items for Action for January:**

- a. Sent out of town politicians VIP invitations. We need to address the remainder. Send out when? Former politicians/ reps on list/ current business/industry folks invited/chamber members
DO YOU HAVE FORMER BUSINESS/INDUSTRY FOLKS THAT WE SHOULD INVITE?
- b. Need to find someone to develop a Talking Tombstone tour for Holy Cross Cemetery.
- c. Need to have various committee members for promotional photos with donors in January/February:
John/Patt Besse..... OSF.... First Bank..... Marquette Gen... Northern Mi Bank....
Bellin Health- UP State Bank....
Community Foundation of DC....
- d. Need Steering Committee members at the January 17th Council meeting as a sign of support for city application for use of facilities.