



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

Steering Committee Meeting A G E N D A

Noon

Thursday, February 28, 2013 City Manager's Conference Room

- I. Call to Order
- II. Members present
- III. Agenda approval/adjustments
- IV. Approval of Minutes December 13, 2012, February 14, 2013
- V. Treasurer's Report/Budget update
 - A. 50/50 RAFFLES
 - B. Other
- VI. Event Update/Action Plan
 - A. VIP gifts (suggestions needed)
 - B. Release of advertising dollars
 - C. Donations pledged
 - D. Placemats
 - E. Button work bee needed (after meeting?)

VII. Committee Reports

- A. Website update
- B. 150 Trees
- C. Other
- VIII. Member comments, suggestions, concerns
- IX. Upcoming Meetings Thursday, March, 2013 at noon
- X. Adjournment

Esky 150 Steering Committee Minutes December 13, 2012

Call to Order

Called to order at 12:05 p.m.

Members Present

Pat Baribeau, Jim Jankowski, Charles Lindquist, Deb Millican, Lori Rose, Lori Hertig, Bob Viau, Elizabeth Keller, Marilyn Kinsey and guest Jeanne Rose.

Approval of Agenda/Adjustments

Motion was made by Elizabeth Keller, seconded by Jim Jankowski, to approve the meeting agenda. Ayes were unanimous.

Approval of Minutes

Motion was made by Elizabeth Keller, seconded by Jim Jankowski, to approve the Nov. 8, 2012 and Nov. 29, 2012 meeting minutes. Ayes were unanimous.

Treasurer's Report

Deb Millican distributed the treasurer's report, showing net income balance of \$141,127.06 as of Nov. 30. A gift detail and summary report was also reviewed. Motion was made by Jim Jankowski, seconded by Charles Lindquist, to approve the treasurer's report. Ayes were unanimous.

Budget Revision

The steering committee discussed Pat Baribeau's revised expense budget dated Dec. 13, 2012. To date, \$77,151 has been committed to the cost of events, ranging from \$25,000 for the Maritime Festival to \$650 for the Cadillacs performance, Baribeau noted. Motion was made by Deb Millican, supported by Jim Jankowski, to approve the modified budget. Ayes were unanimous.

Liability Insurance

A plan for liability insurance for the calendar year 2013 and sesquicentennial was discussed by the steering committee. Pat Baribeau reported that she had investigated all local insurance providers and received a range of responses (\$1,600 verbal bid, \$251 written bid and some who declined). She noted that the City of Escanaba would still need to sponsor its usual fireworks insurance.

Event Update/Action Plan

Lori Hertig distributed an esky 150 action plan, listing categories requiring action (printing, advertising, applications, etc.) and a timeline for completion.

Hertig said the sesquicentennial coordinators need to develop a list of printing projects and anticipated costs, with a goal of "sharing the wealth" among local printers.

A list of proposed media contacts was circulated among committee members to seek additions and suggestions.

Hertig said esky 150 logo wear is available through Northern Screenprinting of Escanaba, with \$1 of each embroidery purchase being returned to the sesquicentennial fund. She said the senior citizen committee was working on a project involving logos placed on bags by local printers. She said work on sesquicentennial permits will be addressed in an upcoming Escanaba City Council meeting, and that Kay Johnson was working with the DDA and downtown business owners on storefront decorations for the summer months.

Hertig also discussed needs for developing historical displays in the city, including site suggestions and plans for logging in and returning borrowed items and artifacts. Methods of promoting public input were offered by board members.

Lori Rose noted that the Escanaba Public Library had granted permission to the 150 committee to use its lobby display case to promote the sesquicentennial and highlight local history and the 1963 festivities.

Bob Viau reported that he met with Jeff Magowan and will be setting up more links and information on the 150 website.

Approval of RFP's

The board discussed requests for proposals involving Delta County Historical Society tours, a sesquicentennial booklet, and Project Playground.

Motion was made by Marilyn Kinsey, seconded by Jim Jankowski, to approve the requests. Ayes were unanimous.

Member Comments/Suggestions

Jeanne Rose noted there will be a Strings on the Bay orchestral concert on July 9, 2013.

Board members were informed that Escanaba High School music instructor John Beck is planning an allalumni concert, and that Lynn Soderberg and Marie Peterson will oversee a musical extravaganza at the high school auditorium that will be free of charge.

Members said they have heard many positive comments regarding the historical society's recent holiday bake sale, which was hosted by the historic DeGrand house seeing as the museum is under reconstruction. The sale also including book signings by Charles Lindquist, author of a new book on Delta County pioneer history. The DCHS holiday open house at Sand Point Lighthouse will be Dec. 26-27. Lindquist also reported to the board that the new archives/museum complex is set to be framed in during the upcoming week.

Lori Rose inquired about using DDA signs and kiosks to publicize the sesquicentennial. It was stated that Kay Johnson was working on that endeavor.

Copies of a worksheet on "Escanaba Success Stories" were distributed. The project is being directed by Escanaba Schools Superintendent Michele Lemire and seeks student and teacher input on Escanaba

alumni who have made contributions to society and should be honored as a part of the sesquicentennial. Photos, stories and videos about these individuals will be compiled and posted on the school district's website (www.eskymos.com/alumni).

Adjournment

Pat Baribeau declared the meeting adjourned at 1:02 p.m.





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

Meeting Minutes 2/14/13

Call to Order

Called to order at 12:00 p.m.

Members Present

Pat Baribeau, Kim Peterson, Marilyn Kinsey, Lori Hertig, Kay Johnson, Jack Beck, Bob Viau, Deb Millican, Lori Rose, James Jankowski, and Charles Lindquist.

Approval of Agenda/Adjustments

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

Approval of Minutes – January 10, 2013

A motion was made by Marilyn Kinsey, seconded by James Jankowski, to approve the January 10, 2013, meeting minutes. Ayes were unanimous.

The approval of the December 13, 2012, meeting minutes will be tabled until February 28, 2013.

Treasurer's Report

Expense Budget Update was reviewed (attached to meeting minutes).

Pat Baribeau is working on reviewing liability insurance as the Esky 150 Celebration is supposed to get liability insurance for the events and activities. The City's insurance will not cover the Esky 150 Celebration as they are acting as a separate non-profit. This insurance may cost a lot more than originally anticipated.

A detailed summary report was reviewed with cash \$109,902 and pledge balance \$34,033 with a grand total of \$143,935 through the end of January 2013.

There are a couple outstanding pledges remaining and these will be followed up with.

Discussed modifying the pay pal page to allow for people to mail in checks.

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

Event Update/Action Plan

The Event Update was reviewed, dated 02/14/13 (attached to meeting minutes).

Buttons will need to be reprinted as there was a spelling error. Buttons will be ready by 03/02/13. Discussed adding an additional button with the House of Ludington. If all buttons are sold for \$3 each, there would be a profit of \$11,000. The group liked the idea of having 13 buttons as the year is 2013.

A motion was made by Deb Millican, seconded by Jack Beck, to sell the buttons for \$3/each or \$30 for all 13 to add the House of Ludington. Ayes were unanimous.

680 Radio will be hosting a five minute talk about the 150 Celebration once a month. The talks are held every 3rd Thursday of the month to be February 21st, March 21st, April 18th and May 16th. Kay Johnson and Lori Hertig are asking that someone from the Committee join them or conduct an interview if they are willing. Jack Beck will do March, Lori Rose will do April and Pat Baribeau and Charles Lindquist will do May.

Marina and harbor posters will be designed and distributed by Harbor Master Larry Gravatt next month. Midwest Living will advertise the Esky 150 in their calendar of events for the June/July issue.

Jeff Magowan has been working closely with Bob Viau and vendor applications are now available on line. Discussed doing the same process with parade applications which another link can be added – Bonnie Wenick will be contacted to further discuss.

The Navy Great Lakes Band is available to do four separate ensemble performances on Saturday, July 12th and one group performance on Sunday, July 13th. The celebration was originally ending on Saturday, July 12th, but with the group performance on Sunday it could be extended by one day and be the big finally. The cost is up to \$14,000 for approximately 45-60 people for lodging and meals. Transportation is not charged. There is \$6,000 set aside for other military presence that will not be taking place. The Canadian Parachute Team has until end of the month to make their decision if they are coming or not. Marilyn Kinsey stated DTE would like to sponsor an event as part of their recent grant award in the amount of \$5,000.

A motion was made by Deb Millican, seconded by Jack Beck, to pay up to \$14,000 for the Navy Great Lakes Band to perform. Ayes were unanimous.

Escanaba Lake Superior Railroad will not be able to conduct a train ride due to liability with the tracks. However, they have donated \$1,500 toward the celebration.

An application has been completed to get a Green Bay Packer player to attend the celebration with a photo and autograph session. Prices can be reviewed and a decision could be made at a later time, typically around end of May as they are off right now and begin training in June. An active player charges approximately \$1,000/hr, in-active player \$500/hr, alumni \$500/hr and coaches are free.

Sponsorships for Esky 150 were reviewed. This was prepared to distribute to any business or organization that was interested in seeking sponsorships for an event. (attached to meeting minutes)

Action Plan was reviewed. Reviewed three publications that the Daily Press is willing to do. 1) Then and Now which will showcase buildings with previous historic photos and a current photo. There will be no cost to the Esky 150 Celebration, as the Daily Press will be taking care of. Advertisements will be solicited to pay for such publication, but will be no charge for them. 2) Program which will have the schedule of events. This will be considered the official program book and printed in black and white on good, quality paper. Publication would be 46-98 pages. A map will also be included. The Esky 150 Celebration would be able to review such publication before print takes place. 3) Coffee Table Book which would be considered a souvenir book. Daily Press will be putting a quote together for 1,000 books. There will be a charge for said book, but discussed only being a \$1-\$3 charge and the cost would need to be offset by the Esky 150 Celebration.

The rack cards will be reprinted and thoughts were to place an ad in the Daily Press stating if an organization is planning an event, information needs to be submitted before 03/08/13. It was a consensus that this was a good idea.

Discussed having a 50/50 raffle and Deb Millican will review the permit procedure and fee and this will be discussed at the next meeting as the permit would go under the Community Foundation.

Kim Peterson will check on window decals to see if they are feasible to sell or hand out. If anyone has other ideas to use as promotion, they can bring to the next meeting.

Lori Hertig will call a few hotels in the area to reserve 5 hotel rooms at each place.

Approval of RFPs

There were no RFPs to approve and/or review.

VIP Invitation

Kim Peterson is keeping the VIP invitation list for the RSVPs being confirmed. Discussed what type of gift to give to the VIPs – this will be further discussed next month.

Committee Reports

Tree Committee – Marilyn Kinsey stated the Tree Committee met and reviewed the allocation of undesignated funds and came up with a plan for identifying areas and the landscapers are working on a site tree list. Donations are coming in and have \$32,500 in undesignated funds. Planted 43 trees already. Hope to have a complete map with tree/shrub planting locations as some people donated funds to plant a tree/shrub in memory of someone.

Members Comments, Ideas, Concerns

Lori Rose stated she has been in contact with Kevin Scannell from Eagle 101 Radio to put a 45 second piece together on the Esky 150 as they have a non-profit news section of the activities around town at no cost. Lori Rose and Kay Johnson are working on labeling for a library display in their showcase which will be on display for March.

Upcoming Meetings

Upcoming meeting is scheduled for Thursday, February 28, 2013, at noon.

Adjournment

Motion was made by Charles Lindquist, seconded by James Jankowski, to adjourn at 1:30 p.m. Ayes were unanimous.

esky150.org

Expense Budget Update

February 5, 2013

	<u>Budget</u>	<u>Expended</u>	Bal	lance available	
Event Coordination	\$ 11,700.00	\$ 8,580.00	\$	3,120.00	
Legal expenses	2,500.00	-0-		2,500.00	
Liability Insurance	1,000.00	 354.00		646.00	
Supplies/materials	3,000.00	1,081.34		1,918.66	•
Postage/Mailing	600.00	335.27		264.73	
Advertising/promotion	12,000.00	2,019.01		9,980.99	
Fundraising expense	1,000.00	824.00		176.00	
Fiduciary services	2,000.00	676.27		1,323.73	
Events	160,000.00	3,109.65	1	156,890.35*	
Total estimated expenses	\$ 193,800.00	\$ 16,979.54	\$:	176,820.46	

*Events

1	To date expenses	\$	3,109.65
	Approved but not expended	\$	81,555.35
	Pending approval	\$	42,700.00
	Total	Ś	127.365.00

February 14, 2013

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

Re: February Updates

1. **Promotion Items:**

- a. Buttons will be ready for distribution/sale on March 2nd (125 days out) Discuss price and distribution.
- b. Marina and Harbor Posters: Need to be designed/printed.
- c. Monthly AM 680 Radio: 3rd Thursday of the month at 8:25AM (15minutes)
- d. Midwest Living: Esky 150 will be in Calendar of Events June/July Issue

2. UPDATES:

- a. RFP: Wagon Rides/Jam Band Concerts/Daily Press Picnic/ 150 Island Idol/Newlywed Game
- b. Altrusa Club: Met with club, they plan to have a contest of some sort
- c. **VENDORS:** Applications available on the website now.
- d. **Car Race:** There will be a car race during the esky150. Scheduled for Sunday July 7at Fairgrounds, The Chamber is coordinating this with the racing committee. More details regarding the race in the next couple of months.
- e. ½ Marathon: Registration is ongoing, via their website and facebook accounts.
- f. Lakeview Tours: Jeanne Rose has secured Dan Young to "act" in the tour. This event is shaping up nicely. We are working on setting the time/date...maybe "tie" into historical tours? We will contact Funeral Homes to sponsor.
- **g. Bike Event:** Judi DeGrand will assist with this event. Plan to meet with owner of Beaten Path regarding this event, also.
- h. 150 Days to Wellness: Opening session was February 4th. They had over 100 registrations.
- i. **Delta County Historical Society:** Met with group on January 14th. Discussed hours of operation of museum/lighthouse. Requested historical programs. May have a "House of Ludington" oldfashioned box lunch program. More information to come.
- j. Coast Guard: Paul Bissell is working on obtaining the Mobile Bay and a CG Heliocopter
- k. Military Presence: Navy Great Lakes Band July 12-13 Saturday/Sunday. Need discussion.
- I. Steam and Gas Engine Show/Civil War: Meeting with Ann Jousila Miller and Skip Dufour regarding times for the show and the possibility of a tribute to soldiers from Civil War. The SGEVillage will be open on Friday/Saturday, 12th/13th from 10AM to 6PM at Fairgrounds. There will be a Civil War display and recognition on Friday night at 6PM with TAPS.
- m. **Historical Displays:** Pat B. and Elizabeth have been working on this project. The Bonifas will assist with a large display from the Skerbeck Family.
- n. **GFWC Woman's Club:** Presented a donation of \$500.00 and will assist during the celebration.
- o. **Barn Dance:** Met with Valerie Norman, she secured the Jam Band and now needs a group to sponsor a dinner....any ideas?
- p. Railroad: Met with Tom K. from Escanaba Lake Superior Railroad. They donated \$1500.00 toward events. We are not able to have a train ride, however, they will work on a display.
- q. **Sen. Casperson:** Received his invitation and will assist as needed.
- r. **Senior Social Committee:** Met this week and is working on the menu and logistics of the event at the Eagles on Wednesday. Phil Ollero is entertainment.

3. Items for Action for March:

- a. Secure the tents needed/meet with printers regarding posters/obtain pictures with donors
- b. Schedule a 100th Day Out event on March 27th at Hereford and Hops
- c. Meet with Vicki and Sheila to touch base on car race/Pow Wow/ Business and Industry
- d. Send letter to local Veterans Groups regarding how they can participate.

SPONSORSHIPS FOR ESKY 150 Sesquicentennial

SPONSOR AN EVENT

Estimated amount:

• Country Barn Dance with dinner \$2,000.00 Friday, July 12th: Cost covers band, building rental, decorations, and prizes

0	Friday, July 5 th	BB Seacrest Concert (\$2,000.00)
0	Sat, July 6 th	JAM Band Concert (\$500.00)
0	Sun, July 7 th	Band/Patriot Concert (\$800.00)
0	Sun, July 7 th	Newlywed Game Finals (\$2,000.00)
0	Sun, July 14 th	US Navy Band (\$5,000-\$10,000)

•	Wagon Rides around historic sites	\$ 500.00 per day (4 days)
•	Historical Home Tour Transportation	\$1,000.00 for 4 days
•	People Movers between Park and Parking Lots	\$3,000.00 for 3 days
•	Pony Rides in Park	\$ 800.00 for 2 days
•	Historical Radio Show at Bandshell	\$ 1,000.00
•	Outdoor Movie Night	\$ 2,000.00
•	Historical Display Materials	\$ 500.00
•	Prizes for Children's Parade and Games	\$ 500.00
•	Logrolling Demonstrations	\$5,000.00
•	Daily Transportation between Fairgr. and Park	\$1,500.00
•	Underwrite the Sound System for all Concerts	\$3,000.00
	~	

The ESKY 150 Steering Committee is still in need of donations for the Sesquicentennial. You can sponsor an event or give a donation for the general operations of the events. We appreciate any contributions toward this historic celebration!!

We are selling BOOSTER BUTTONS for \$3.00, to defray costs, also.

2/13/2013

esky 150 Action Plan

Category	
Needed/ Event/ Activity	Action
<u>30 Day</u>	
<u>60 Day</u>	
90 Day +	

Develop "Our" Printed Materials List

Printed Materials

What do we need? Bring to 2-28

																2)	
								Bob			Kay & Lori		******	******	********	<u>ADVERTISING</u>	
Pure Michigan PD Seminar -Chamber	Whitetail Banquet	Kiwanis Home Garden Show	UP Builders	Upcoming Events -how can we partner?	Develop Timeline for Advertising	Develop what the Ad will say	Business Paycheck envelopes	School Newsletter	Bank Envelopes, Church Bulletins, Grocery Bags)	(i.e.: Calendar's, Placemats, Sign's, Billboard,	Casino - Promo for Customers	Develop Other Advertising Ideas	Radio Spots - need volunteers	Determine 1st Round Event Deadline March 8?	Daily Press - Official Events Calendar		Track Print to each Printer
22-May	18-May	12-Apr	9-Mar	×	×							Yacht Club- & in Progress		For Advertising & Printed			

3) PROMOTIONAL ITEMS / FUNDRAISING 20

Button Price \$3.00 each / \$25.00 per set

Hand out Promo Button to Committee

3	<u> </u>	<u> </u>			
PEOPLE MOVERS	APPLICATIONS/ PERMITS	Event/ VIP Gifts ************************************	**************************************	**************************************	****** 50/50 *****
Develop list of All Transportation Needs for week Meet with Sources to determine feasibility /costs Data Bus	Health Department Permits	Any updates? Discuss What if any gifts Develop a Medal or Medallion specific to esky150 Trophies etc. Determine Action Plan	Who is tracking? Phone Follow Up- Invites sent 1-8when call? Develop Check List for RSVP returns (i.e.: What events, need security, Housing, How transported from Events, Special Needs) Gifts for each, medallion	Think about ideas - Pricing for 2-28 meeting Canvas Bags Window Stickers advertising event? Determine - Any other Promo Item Idea's	Determine & Finalize How & Who will Sell Do we want to run 50/50's during event?
In Progress In Progress Met have info		×	⊣ ⊣	××	×
		×	× × × ×		

6)

7)

5)

4

10) HISTORICAL DISPLAY'S ********

Updates- Info needed from Committee? Pat & Elizabeth

9

STORE FRONT

How will item's be logged in and returned Develop Plan, where displayed

11) DAILY ACTIVITIES

Flyer's -handed out? How to display Calendar of Events- Daily

Gas Stations'?

City Signs - Delta Plaza

Location Map --- Do we need if insert in Daily Press

12) BACK -UP PLAN

Weather

Emergency - (Bob Berbolm) does for City

Events

13) INSURANCE ******* PAT

Reopening & reviewing Insurance

Get Liability Quotes Determine List of Insurance Agents

Time line - Jan thru July?

14) HOUSING

******** ******* How many- where - secure until what date? Reserve Rooms for esky150?

Garceau-

2/28/2012

Done

Done

20) <u>Traffic</u>	19) <u>Security</u>	18) <u>Clean up</u>	17) Port-a-Potties		W W 16) TENTS-BLEACHERS	15) TIME CAPSULE
Work with Public Safety Need Event List / Calendars Organize Volunteers	Do we need? Hire security Company?	Determine clean up needs- Where & When Dumpster's - provider's -Bids? Work with the City to determine What organizations can we utilize to assist?	Determine needs City Contract we can utilize? Or outside Bids? Order	Determine needs Class Reunions- will we rent/ schedule Develop Timelines Bids	What contents When buried? RS	Hotels (about 1200 rooms available) Campgrounds Temporary Campgrounds -Vacant Properties Hilltop RV & RV Rental Airport Location
			2-28 Meeting 15 + 4 Handicap	× × × ×		
×						× × × × ×

		21) Military
Thunderbirds	Potential Involvement - f/up on DOD applications	

Thunderbirds
Blue Angels
Bands

No No Yes

22) Parade

Bonnie Wenick-Kutz - Organize & Oversee Contact - Local Recruiter's secure their branches VIP's

23) Event Deadlines Determine 1st Round of Event Deadlines ********** March 8th - March 15?

Route

Ad in paper

Update Events on Website w detailed info

25) <u>Vendors</u> Jeff Magowan - Friday -Wednesday

Mollie Larson Thursday-Saturday/Sunday if NavyBand

Vendor Site now up and going on esky150

26) Official esky150 Book

********** Discuss overview at this meeting

Need list of all Committee Members

Schedule Photos

List of Events

Donation list from Community Foundation

Donations of merchandise list