

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

**Steering Committee Meeting**

**A G E N D A**

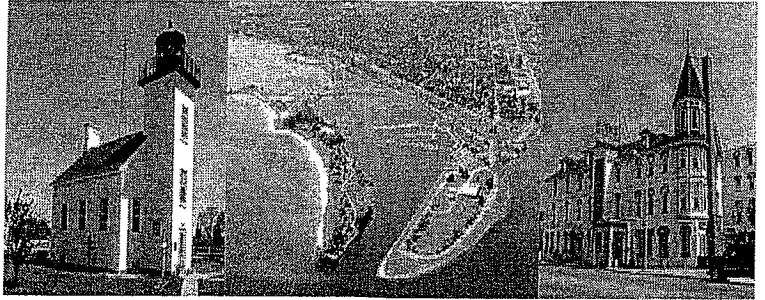
**Noon**

**Thursday, April 25, 2013**

**City Hall Meeting Room**

- I. Call to Order
- II. Members present
- III. Agenda approval/adjustments
- IV. Approval of Minutes – April 11, 2013
- V. Treasurer's Report
  - A. Budget update
  - B. Liability Insurance Quote
  - C. Other
- VI. Esky150.org LLC
- VII. Event Update/Action Plan
  - A. Navy Band replacement
  - B. Other
- VIII. Tom Daley – acknowledge assistance/support
- IX. Committee Reports
  - A. 150 Trees – end date: July 15, 2013/Update
  - B. Other
- X. Member comments, suggestions, concerns
- XI. Upcoming Meetings – Thursday, May 9, 2013 at noon
- XII. Adjournment

150  
esky150.org



**Meeting Minutes**  
**04/11/13**

**Call to Order**

Called to order at 12:00 p.m.

**Members Present**

Pat Baribeau, Kim Peterson, Lori Hertig, Kay Johnson, Lori Rose, James Jankowski, Colleen Simons, Bob Viau, Elizabeth Keller, John Prokos, Peter Strom, Deb Millican, and Charles Lindquist.

**Approval of Agenda/Adjustments**

**A motion was made by James Jankowski, seconded by Deb Millican, to approve the meeting agenda as submitted. Ayes were unanimous.**

**Approval of Minutes – March 28, 2013**

**A motion was made by Elizabeth Keller, seconded by James Jankowski, to approve the March 28, 2013, meeting minutes with the following correction:**

Peter Strom presented to the committee documentation for articles of organization that would allow them to become a Limited Liability Corporation (LLC) in order to obtain insurance for the duration of the Escanaba 150 festivities.

**A motion was made by Elizabeth Keller, seconded by James Jankowski, to approve the creation of Esky150 LLC as presented and make Patricia Baribeau resident agent for the corporation. Ayes were unanimous.**

**Ayes were unanimous.**

## Esky 150.org LLC

Paperwork was reviewed for the Esky 150.org LLC. City attorney review was done and there were no concerns. Discussion took place on hiring an accountant with some of the filings that would be due for this year and next year.

**A motion was made by Bob Viau, seconded by Lori Rose, to amend the agreement by changing wording in the Esky 150.org LLC paperwork from screening to steering. Ayes were unanimous.**

**A motion was made by Elizabeth Keller, seconded by James Jankowski, to approve the operating agreement. Ayes were unanimous.**

## Event Update/Action Plan

April Updates dated 04/11/13 is attached to the meeting minutes.

Buttons – Discussed having a non-profit organization sell buttons at various locations and making a \$.50 profit on each button sold. Individual buttons can be ordered when necessary as the lighthouse button is the most popular. Buttons cost approximately \$.38 each to produce. Elizabeth Keller and Charles Lindquist will work together on selling buttons at the Delta County Historical Society annual meeting. Kiwanis Home and Garden Show will be asked to put out the brochure of events and servers will be asked to where a button for advertisement. Bob Viau will contact Positively to get a good quality jpg file of the buttons available so said information can be placed on the website. Charles Lindquist will ask his wife, Karen, to write up a little information on each building for the button descriptions.

**A motion was made by Elizabeth Keller, seconded by Deb Millican, to have Kay Johnson and Lori Hertig contact organizations willing to sell buttons at a profit to their group of \$.50 for each button sold. Ayes were unanimous.**

Meier's Signs will be placing a banner below their sign advertising the Esky 150 celebration at no cost. Meier's Signs will be placed on the sponsor list for the website.

Discussed committee member photos for the souvenir publication that the Daily Press is working on. This will be done the first meeting in May.

U.S. Navy Band – Since the government is sequestered, the U.S. Navy Band is not sure if they will be able to attend the celebration as the government pays for their travel and wages. Events will need to be printed the first week of May and discussed whether to wait for confirmation from the U.S. Navy Band or move on with finding another events and/or activity. The City Band will be contacted to see if they are available to play during the patriotic day. DTE Energy and John and Patt Besse were sponsoring the U.S. Navy Band, they will be informed of the possibility of not having the U.S. Navy Band and will be asked to sponsor another event or activity.

**A motion was made by Elizabeth Keller, seconded by Lori Rose, to give a ten day notice of confirmation to the U.S. Navy Band for their performances or to seek reimbursement of the check previously sent and to find another venue if no confirmation is received. Ayes were unanimous.**

Historical Display – A \$500 donation was received for a historical display. This will be deferred to Pat Baribeau and Elizabeth Keller.

Lori Rose will work on writing an article to promote the parade. Discussed the route of the parade which is supposed to start at the Civic Center.

Vendors – Vendors can register at Garceau Insurance to sell their crafts. Jeff Magowan will be in charge of signing up vendors. Currently there is no determination on what could be sold and what is considered a craft item. It was a consensus to have handmade, not used items for the craft sale.

50/50 Raffle – Discussions will continue to take place on how the 50/50 raffle will be ran.

**A motion was made by Elizabeth Keller, seconded by James Jankowski, to spend \$550 for a nine-day permit for 50/50 raffles to be held during the celebration. Ayes were unanimous.**

Kay Johnson will work on church bulletins and grocery bag advertisement. She will also work with the top 20 businesses and industries to see if they have an interest in advertising the Esky 150 celebration through a payroll stuffer.

Six people have confirmed attendance from the VIP list. Phone follow-ups will be done for the VIP invitations sent out by dividing up the list at the next meeting.

### **Committee Reports**

Website – Calendar of Events is now located on the home page. The size has recently been increased and looks better. A link for the parade information has been placed on the website. The City of Escanaba will be moved to the platinum level for their \$25,000 donation. The City made three payments of \$5,000 and gave another \$10,000 which was awarded at their recent budget hearings.

Pat Baribeau will chair the time capsule.

### **Members Comments, Ideas, Concerns**

Michigan History Magazine will have the Esky 150 logo with the date of the celebration in the July/August issue which is hoped to be released in June.

Canadian Parachute Team declined the invitation to participate.

Ann Wood is interested in an end of close service for the celebration with a hymn, but doesn't want to do it on Sunday. Kay Johnson and Lori Hertig invited 24 pastoral groups to a meeting and 4 attended. The pastoral groups present had concerns with the closing services being on Sunday and interfering with their own services. Pastor White is still in the process of working on something for some sort of service.

Lori Rose was in contact with the Poetry group on some sort of short reading.

Library historical display will be up another couple of weeks. Channel 6 will be doing an interview with Lori Rose on such.

Craig Woerpel will be contacted to see if he can provide the audio of the radio spots so it can be placed on the Esky 150 website.

### **Upcoming Meetings**

Upcoming meeting is scheduled for Thursday, April 25, 2013, at noon.

### **Adjournment**

**Motion was made by James Jankowski, seconded by Elizabeth Keller, to adjourn at 1:12 p.m. Ayes were unanimous.**

April 11, 2013

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

1. **Promotion Items:**

- a. Buttons: Sets and single buttons may be purchased at: The Chamber of Commerce, City Hall upstairs, Positively (13<sup>th</sup> St. and Ludington), Northern Michigan Bank, First Bank. We plan to sell the buttons at Elmers, Super One, and Walmart when the weather warms up!! These locations have buttons of their building to sell: H and H, Gust Asp, Svilands Paint
- b. 100<sup>th</sup> Day Out event on **March 28<sup>th</sup>** : Thank you to all that were able to attend. Becky did a great job providing food! 10 signed up for contest, and we sold approx \$120.00 in buttons.
- c. Marina and Harbor Posters: Need to be designed/printed, sent out May 1<sup>st</sup>.
- d. Facebook and website are being updated regularly.
- e. RRN: Was on radio show last week, stressed signing up for parade, vendors via website.
- f. Presented at Bay Sages April 4<sup>th</sup>.
- g. List of Event trifolds are available up in the office to distribute.
- h. Billboard designs in progress, Bob is working with Meier Signs, this is a free banner.
- i. Valerie has designed Barn Dance Poster..revising at time.

2. **UPDATES:**

- a. **Souvenir Book:** Bid by Daily Press approved, so waiting to see if they need any assistance. What groups would you like in this book? How should the sponsors be acknowledged? Should we post the reunions in this book, for "history" sake?
- b. **Fairground Rental:** We met with the Chamber to update our rental responsibility to them. We reserved \$10,000, and it looks like our rental fee is under \$3,000.00
- c. **US Navy Band:** Must decide when our deadline will be to keep this band.
- d. **Parade:** We will work with Bonnie, Ann Troutman and Vickie Micheau to extend an invitation to all Chamber/community members to be in the parade. We need an article regarding the 1963 parade for press, with pictures...to help promote parade.
- e. **Vendors:** We should consider what our vision is for craft vendors? Where in park? What type of craft? Any at all? What is your pleasure?

3. **Items for Action for April/May**

- a. Secure the tents needed/meet with printers regarding posters/obtain pictures with donors
- b. Contact musicians that showed interest in performing.
- c. Railroad: Need to meet with Canadian Railroad regarding tours.
- d. Meet with Elizabeth to secure printer bids for the historical home tour booklet.
- e. Secure the insurance for committee/event
- f. Secure porta-potties
- g. Obtain contracts from school for people movers.
- h. Secure the transportation for the historical tours.
- i. Contact the Barbershoppers for Sunday afternoon performance.
- j. Contact Ann Wood to organize Hymn Sing
- k. Contact Dean Schoen regarding the Veterans and how they will be involved.
- l. Who can distribute the tri-fold event schedule to Chambers around our area?
- m. Outdoor Movie? Contact Kelly Kovar for update and add to schedule.

# esky 150 Action Plan

4/11/2013

<u>Category</u>	<u>Action</u>	<u>Needed/ Event/ Activity</u>	<u>30 Day</u>	<u>60 Day</u>
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3) <u>PRINTING</u>	April Printed Materials	Need to Print Tickets for Barn Dance Marina Posters		
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2) <u>ADVERTISING</u>	Daily Press - Official Souvenir Book Calendar's, Placemats, Sign's, Billboard, Radio Spots - need volunteers Yacht Club - Poster's School Newsletter Business Paycheck envelopes Bank Envelopes, Church Bulletins, Grocery Bags)	Approved for 44 pages In Process On going In Process In Process Want to Do? Want to Do?		
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Brochures - ?  
Kiwani's Home Garden Show  
Whitetail Banquet  
Pure Michigan PD Seminar -Chamber

12-Apr  
18-May  
22-May

3) <u>PROMOTIONAL ITEMS / FUNDRAISING</u>	<u>Button</u> Price \$3.00 each / \$30.00 per set Buttons were handed out to committee members Money collected at meetings or drop off to Deb M.	Voted 2-14 \$3. each set \$30. 3/28/2013		
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50/50

Do we want to run 50/50's during event?  
\$50.00 per day per location for \$500.00 + prize money

Committee Voted yes

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 9 Days at Ludington Park & 2 Days at Fairgrounds \$550.00 requires approval to apply  
 Determine # of drawings per day X  
 50 /50 Booth set up -can put on location map X  
 Present to win? X  
 License requires Steering Committee member to sell X  
 Money process X

4) VIP's  
 \*\*\*\*\*  
 Kim tracking Kim as of 2-14 (5 rec. responses)  
 Phone Follow Up's - What date? 2-14 decided phone April  
 Develop Check List for RSVP returns X  
 (i.e.: What events, need security, Housing, X  
 How transported from Events, Special Needs) X  
 Gifts for each, medallion In process X

6) APPLICATIONS/  
PERMITS  
 Health Department Permits X

7) PEOPLE MOVERS  
 Develop list of All Transportation Needs for week Done  
 Meet with Sources to determine feasibility /costs In Progress  
 Data Bus Met have info  
 Escanaba School Bus Mr. Tire to sponsor 1st weekend

8) HISTORICAL HOMES TOUR-- Elizabeth  
 Updates -Info needed from Committee? X  
 Premier Real-estate Sponsor

9) STORE FRONT Pat & Elizabeth  
 Updates- Info needed from Committee? X

11) DAILY ACTIVITIES  
 How to display Calendar of Events- Daily



Flyer's - handed out?  
 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**  
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PAT  
 Reopening & reviewing Insurance  
 Quote s/b avail. Week of 4-15

**14) esky150 LLC**

Esy 150 committee to organize and fill for LLC  
 Contracts will be completed for review for April 11 me

**14) HOUSING**

Reserve Rooms for esky150? Terrace / 5 at Comfort Suites / 5 Best Western  
 How many- where - secure until what date? Reserved until June 5, 2013  
 Hotels (about 1200 rooms available) Link on esky 150 Website - Completed  
 Campgrounds  
 Temporary Campgrounds - Vacant Properties  
 Hilltop RV & RV Rental  
 Airport  
 Marina  
 Who is chairing ? Pat?  
 Location  
 What contents  
 When buried?

**15) TIME CAPSULE**  
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**16) TENTS-BLEACHERS**

Determine needs  
 50 /50 Booth - Security- First Aide- Information - Picnic

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x

Class Reunions- will we rent/ schedule  
 Develop Timelines  
 Bids

In Process -set up tab - direct to Stenberg

x  
 x

17) Port-a-Potties

Determine needs  
 City Contract we can utilize? Or outside Bids?  
 Order

Stenberg awarded City bid, quoting  
 15 + 4 Handicap

18) Clean up

Determine clean up needs- Where & When  
 Dumpster's - provider's -Bids?  
 Work with the City to determine  
 What organizations can we utilize to assist?

Tom Penegor

19) Security

Do we need?  
 Hire security Company?

20) Traffic

Work with Public Safety  
 Need Event List / Calendars  
 Organize Volunteers

21) Military

Potential Involvement - f/up on DOD applications  
 Thunderbirds  
 Blue Angels  
 Bands

X  
 No  
 No  
 Drop down date?

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22) Parade

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

X

23) Event Deadlines Determine 1st Round of Event Deadlines

24) Web Site  
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Bob

Any updates, areas to discuss?

Update Events on Website w detailed info

25) Vendors

Jeff Magowan - Friday -Wednesday

Mollie Larson Thursday-Saturday/Sunday if Navy Band

Vendor Site now up and going on esky150

26) Official esky150 Book

Need list of all Committee Members

Schedule Photos

List of Events

Donation list from Community Foundation

Donations of merchandise list

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