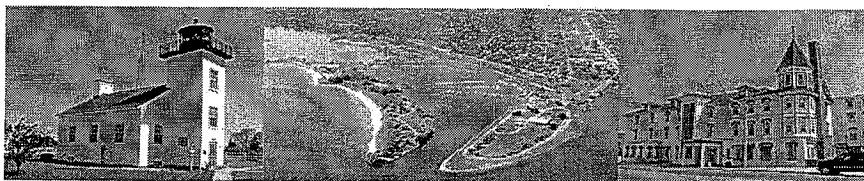


150
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Honor Escanaba's past ... celebrate its present ... imagine its future!

Steering Committee Meeting

A G E N D A

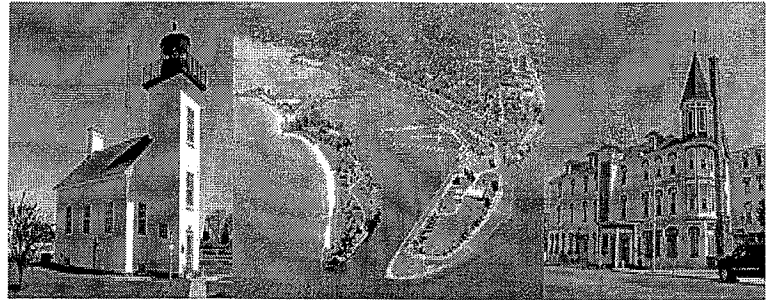
Noon

Thursday, May 23, 2013

City Hall Meeting Room

- I. Call to Order
- II. Members present
- III. Agenda approval/adjustments
- IV. Approval of Minutes – May 9, 2013
- V. Treasurer's Report
- VI. Event Update/Action Plan
 - A. Gift package for major donors
 - B. City signs
 - C. Button money
 - D. Other
- VII. Committee Reports
 - A. Historic Home tours
 - B. Downtown mini-museums
 - C. Other
- VIII. Member comments, suggestions, concerns
- IX. Upcoming Meetings – Thursday, June 13, 2013 at noon
- X. Adjournment

150
esky150.org



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

Meeting Minutes

05/09/13

Call to Order

Called to order at 12:04 p.m.

Members Present

Pat Baribeau, Kim Peterson, Lori Hertig, Kay Johnson, Lori Rose, Elizabeth Keller, Peter Strom, Marilyn Kinsey, Jack Beck, James Jankowski, Bob Viau and Charles Lindquist.

Approval of Agenda/Adjustments

Additions to the meeting agenda for Esky150.org LLC insurance and approval of an RFP.

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

Approval of Minutes – April 25, 2013

A motion was made by Marilyn Kinsey, seconded by James Jankowski, to approve the April 25, 2013, meeting minutes as submitted. Ayes were unanimous.

Esky 150.org LLC

A checking account will be opened up at Northern Michigan Bank. An employer identification number has been secured.

A motion was made by Elizabeth Keller, seconded by Marilyn Kinsey, to approve Pat Baribeau and Deb Millican be on the checking account to allow either one to issue checks. Ayes were unanimous.

A motion was made by Elizabeth Keller, seconded by Marilyn Kinsey, to approve an additional insurance policy for terrorism insurance coverage in the amount of \$160. Ayes were unanimous.

Event Update/Action Plan

May Updates dated 05/09/13 attached to meeting minutes.

Ordered 7,000 tri-fold brochures. Sign-up sheet went around volunteering to sell buttons at Elmer's County Market on May 17th from 3:00 p.m. to 7:00 p.m. Posters will be mailed to area marinas and harbors. Facebook and website have been updated regularly. Elmer's County Market will have the calendar of events on their grocery bags within a few weeks.

Discussed the school busses not being able to provide transportation and Kay Johnson and Lori Hertig met with DATA and they have agreed to provide all transportation that is needed. Advertising for sponsors can be done on the DATA busses. One condition is that they get in writing from Spotlight Celebration Tours, Gold Star Tours and Charter Celebrations stating they have no interest in providing such transportation.

Pat Baribeau is working on window displays. Jeannette LeCaptain and Michigan Green Energy have stated they could use their storefronts. 914 Ludington Street also received permission. Letters were sent to downtown merchants in the retail area asking to put displays in their store fronts. Girl Scouts, 150 tree, Harbor Hideout and Bonifas Art Center have expressed interest in having a window display. \$500 donated from the Kirch Family will be used for a "sweet treats" window display. Another interest was to have historical timelines of school buildings.

Jim's Music is not interested in providing a sound system as this would consist of more time than they have. Kay Johnson and Lori Hertig spoke with the casino and they recommended a company from Green Bay, Wisconsin.

A motion was made by James Jankowski, seconded by Elizabeth Keller, to approve contract in the amount of \$8,000 for light and sound. Ayes were unanimous.

Letters will be mailed to property owners along Lake Shore Drive notifying them of the celebration with a brochure enclosed. The only street closure will be a small section by Jenkins Drive.

Discussed security and the names that were given are no longer in business. Kay Johnson will contact Public Safety regarding security and decibel limits.

A motion was made by Marilyn Kinsey, seconded by James Jankowski, to approve a contract with Stenberg Brothers in the amount of \$5,800 for 14 regular port-a-potties, 4 handicap and 4 hand wash sinks. Ayes were unanimous.

Tom Penegor was consulted on the number of units that would be needed for the celebration. Stenbergs did donate \$1,500 as an in-kind donation and they will be acknowledged on the website. The City will also have all their restrooms available and open during the celebration. Stenbergs will be cleaning their units every day.

Two 20' x 20' canopy tents will be utilized at Ludington Park (these tents will be used for a combination of an information booth, selling of 50/50 tickets, first aid and security or police presence), along with two 20' x 40' tents which will be available for 100 people to sit. The tents will have three sides to them in case of bad weather. The school reunions will be renting their own tents with the locations to be determined by the committee. A map will be provided to review the layout of tents, activities, events, etc. Stenbergs donated a portion of the tent rental to the celebration.

A motion was made by Elizabeth Keller, seconded by Charles Lindquist, to approve a contract for \$1,786 with Stenbergs for tent rentals. Ayes were unanimous.

John Burroughs from the Delta Astronomical Society is asking for \$200 for printing 2,000 updated brochure. They would like to advertise a viewing in front of the library and on Aronson Island for daytime viewing to include the walking station. There will be upgrades to the walking stations by the Society for the Esky 150 celebration.

A motion was made by Marilyn Kinsey, seconded by James Jankowski, to approve \$200 to the Delta Astronomical Society for printing 2,000 updated brochures. Ayes were unanimous.

Historic Home Tours/House of Ludington – Elizabeth Keller did receive printing bids and confirmed today. The House of Ludington will be having dinner at 5:00 p.m. with a tour scheduled – Kay Johnson will provide more information at the next meeting.

Downtown Banners – Discussed the DDA purchasing new flags for Ludington Street. Betty Breclaw lives on Lake Shore Drive and her and her husband purchased 54-64 brackets, poles and American flags. They have sold such flags for \$60 from the airport to the end of Lake Shore Drive. Lake Shore Drive will be lined with American flags. Nothing has been heard on banners.

Recognition Dinner – Committee members and/or volunteers will be acknowledged at the Chamber Dinner that takes place in October 2013.

Final Work Session – Discussed holding a final work session the first week of June from 4:00 p.m. to 8:00 p.m. for all committees and groups to make sure everything is set. Kim Peterson will check on room availability.

Souvenir Book – Working with the Daily Press on a souvenir book. Kay Johnson attended a meeting last week to review what they have done and most of the book was older pictures and she made a decision to have them add more recent photos from the last fifty years. The deadline is 05/10/13. Discussed having a social media page in the souvenir book. The committee will have a chance to review the souvenir book before it is printed and a special meeting may have to be called.

Use of Logo – Discussion took place on the use of the Esky150 logo. Discussed asking businesses to donate \$50 to use the logo. Sayklyys will use the logo for souvenirs, such as mugs. Northern Screen Printing is using the logo to embroider shirts at a donation to the committee of

\$1.00. Pat Baribeau will contact Northern Screen Printing to discuss the use of the logo and decide whether a \$50 cap will be charged to them. Pat Baribeau will also ask Northern Screen Printing to place shirts with the Esky 150 logo in their window.

A motion was made by Elizabeth Keller, seconded Marilyn Kinsey, to charge a \$50 logo usage fee. Ayes were unanimous.

Committee Reports

Jack Beck sent a kit to Gayle Lemerand and is seeking a donation of \$5,000 to \$10,000, but has not heard anything back.

A motion was made by Charles Lindquist, seconded by James Jankowski, to approve expenditures of \$13,625 for the 150 tree project. Ayes were unanimous.

Members Comments, Ideas, Concerns

None.

Upcoming Meetings

Upcoming meeting is scheduled for Thursday, May 23, 2013, at noon.

Adjournment

Motion was made by Elizabeth Keller, seconded by Lori Rose, to adjourn at 1:08 p.m. Ayes were unanimous.

May 9, 2013

To: Esky 150 Steering Committee

From: Kay and Lori: Events co-Chair

Re: May Updates

1. **Promotion Items:**

- a. Buttons: Please bring any money from sales to May 23rd meeting. We have a slot at ELMERS to sell buttons on Friday, May 17th from 3:00PM to 7:00PM. Who can help? Sign up sheet today.
- b. Marina and Harbor Posters: Printed and ready to be mailed out to all marinas around Lake Michigan.
- c. Announcements on City TV Channel and on Charter TV Channel through June 27.
- d. Ordered 7,000 updated tri-fold brochures. We will need to distribute around area, will hand out for distribution at the May 23rd meeting.
- e. Contacted Elmers to have a calendar on their shopping bags.
- f. Facebook and website are updated regularly.

2. **UPDATES:**

- a. **People Movers:** Escanaba School is unable to provide busses for our event. We met with DATA this morning.
- b. **Ludington Park:** Met with city officials regarding the logistics of each day at the Park and Municipal dock. We will need to work diligently to secure groups to assist with volunteering. A list of needed volunteers will be ready for the May 23rd meeting.
- c. **Window Displays-**
- d. **Historic House tours-** DATA bus can provide transportation at 10AM and at 1PM daily.
- e. **Outdoor Movie:** Still pending
- f. **Sunday, July 14th Schedule:** The Jan Barber Band will play from 1PM to 4PM, there will be a portable dance floor at bandshell. The Remnants will sing prior to the band entertainment.
- g. **Children's committee:** Met this week. They are building a background playground based on elementary students' designs. This will be raffled off, tickets are \$5.00 each or 5 for \$20.00 and will be sold in elementary schools, Gust Asp, Chamber. TShirts have been designed with the winning play structure and the student winners will ride in the parade on the float. The children in the children's parade on July 10th will receive medals. RNs and boy scouts will be on-site to assist. Playground dedication is at 12:30pm.
- h. **Sound System:** With the help of Angie at the Casino, we have secured a sound system company that will take care of all of our sound/lighting needs.
- i. **Souvenir book:** The book is in progress at the Daily Press. We have been gathering information and pictures from the last 50 years, so the focus of the book is more on the last 50 years. Do you have any events that you think should be in the book?
- j. **APPROVALS:** Secured bids for the tents, porta potties, sound/lighting systems that need committee approval.

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

- a. Secure the tents needed/meet with printers regarding posters/obtain pictures with donors
- b. Meet with Elizabeth to secure printer bids for the historical home tour booklet.
- c. Contact Ann Wood to organize Hymn Sing
- d. Contact Dean Schoen regarding the Veterans and how they will be involved.
- e. Outdoor Movie--Contact Kelly Kovar for update and add to schedule.
- f. Night Security- Continue searching for a night security company.

Event Cost Breakdown
 REVISED MAY 8, 2013

May 9

Date	Event	Approved
Friday 5th	BB Secrist 50's concert	2000
	Parade Float/ Expenses	500
	Dumapter/Garbage/Potties	7000
	Tent Rentals	3000
	Sound System	8000
	People Mover Busses (Fri-Sun)	2000
	Security (approximate)	5000
	Saturday 6th	Daily Press Picnic
	Pony Rides/Petting Zoo	1050
	1/2 Marathon	0
	Fish Pond	1500
	Catte Adams Concert	2750
	Holy Name Reunion Fair Building rent	550
	Bonifas Art Show all week	2500
	Historical Home Tour	2500
	Inflatables	2415
	Wagon Rides	3250
	Band prior to Catte	250
Sunday 7th	HorseBuggy Ride(pd on Sat.)	0
	Pony Rides(Pd on Sat)	0
	Lumberjack Shows (two)	5000
	UPIR Car Race	0
	Lumberjack Concerts (two)	350
	Newlyweds Game Finals	1500
Monday 8th	Historical home tour all week	0
	Art Gallery Exhibit all week	0
	Water Ski Show	3000
	Venetian Night Concert	650
	Stage Rental for Concert	125
	Downtown Festival	500
	Search and Rescue Demos	300
Tuesday 9th	Bonifas Radio Show	2500
	Strings on the Bay@ Besse	0
	Business Industry Social Bld Rental	400
	Business Industry Chamber Hire	500
	Business Industry Event Costs	2300
	VIP gifts	300
Wednesday 10th	Harbor Hideout Rededication	300
	City Band Concert	0
	Children's Parade	500
	Children's Safety Day	500
	Senior Social at Eagles(2200-1400)	800

Event Cost Breakdown
 REVISED MAY 8, 2013

May 9

	Cancer Luminary Night	0
	Esky All School Reunion Bid Rental	675
Thursday 11th	Carnival at Beach w/lifeguards	200
	Pow Wow @ Ludington Park	2000
	150 Golf Tournament	100
	Musical Extravaganza HS	500
Friday 12th	Maritime Festival	10000
	STEM Presentations by ISD	0
	Barn Dance building rental	250
	Barn Dance	2000
	UP Trappers at Fairgrounds	0
	Wagon Rides at Fairgrounds	500
Saturday 13th	Maritime Festival	0
	5k Lighthouse Walk/Run	0
	Fireworks	10000
	Singing Idol Finals	2000
SUNDAY 14	Band and Dance Floor	6000
	EVENTS TOTAL as of APRIL 24 5/9/13	99015
Date	Expenses outside of Events	
	Salary Events Coordinator	1950
	Legal/Accounting (approx)	500
	Liability Insurance (approx) +160	5178
	Advertising /Promotion/Banners	4400
	Postage	92
	Fiduciary	1300
	Miscellaneous	1000
	Future Expenses (some approximate)	14420
	Events Total Cost	99415
	Expenses	14420
	TOTAL EXPENSES	113835

INCOME	Amount
Buttons sell all	4000
2% Grant	20000
Sackerson Grant	1300
VanEnkenvort	500
AT and T	
50/50 (approx. aver	
200 per day)	1800
Edward D. Jones	2000
Potential INCOME	29600

Total Expenses	-113835
Approx. Income	29600
Balance as of 5/9	134315
BALANCE	50080