

## **McCall Centennial Planning Committee**

### **November 30, 2010 Meeting Notes**

Members present: Brian Corcoran, Jackie Aymon, Carol Coyle, Lyle Nelson, Marcia Witte, Nelson Witte, Judi Woods, Phil Feinberg, Shorty Clarke, Detra Borner, Lex Bernstein, Luke Vannoy (representing David Armstrong)

Lyle reviewed the agenda and discussed a suggested sub-committee structure to include Secretary/ Treasurer, Promotions, Community event coordinators, Finance Committee, Public Event coordinators, Legacy Project, Art Project, and Logo Development. The various subcommittees would meet to regarding their specific area and bring suggestions to the Centennial committee as a whole for approval and authorization of funding. Decision making would be by majority vote of those present at each meeting. Each committee member has one vote. Members present agreed to the subcommittee structure and decision making process.

The theme of the Centennial was discussed. Detra suggested "A View of the Past, A Vision of the Future". Members agreed that this slogan summed up the intent to communicate honoring the past but recognizing the importance of the future.

Luke Vannoy was present to discuss a potential idea for a "legacy project". He provided conceptual drawings for a low wall to be placed in the public parking lot on the corner of Third Street and Railroad. The wall would have two 100 foot sections, recognizing the past 100 years and anticipating the next. A rough estimate of cost is \$40,000. It was determined that the next steps would be: determine if there are any issues with ITD funding that might interfere with placement of the structure there (Carol); get a final design and cost estimate (Luke/David); look at financing options (Finance Committee); preliminary review by P/Z (Phil).

Artwork: Phil presented an idea for a print, which would include a boat on Payette Lake with Brundage Mountain in the background. Various groups and individuals important to McCall would be represented on the print by snowflakes or other designation. Phil says there are some start up funds available to get the prints designed and printed. It is expected that the prints would yield significant revenue. The committee supported the idea of a print. The Chamber of Commerce can help provide input on licensing the logo and the centennial as a whole.

Discussion was held about the timeline and focus for events. It was suggested that the actual sponsored events take place just prior to and following the actual date of July 19<sup>th</sup>. Instead of doing promotion during the 100 days leading up to July 19<sup>th</sup>, activities could be started closer to June 1<sup>st</sup>, to gather excitement for the final celebrations. Other community events could take place all year, depending on whether the schools or businesses wish to do a centennial related activity. Businesses could use the 1911 theme and sell items for that price, or use the 100 year theme in their advertising and promotions. Detra volunteered to research some ideas for community involvement. Brian reported that the Historic Preservation Commission would be submitting a monthly article for publication in the Star News and would focus on some of the more unique aspects of McCall's history. There will be a series of 8 articles, starting in January. Judi suggested a Facebook page.

Lyle summed up that the next meeting will need to address website promotion, awareness timeline, and subcommittee formation. The next meeting will be December 14<sup>th</sup>.

Submitted by: Carol Coyle