

McCall Centennial Committee

Meeting Minutes January 5, 2011

Present: Dean Martens, Judi Woods, Jackie Aymon, Steve Gleason, Steve Forrey, Shorty Clarke, Marcia Witte, Nelson Witte, Lyle Nelson, Marlene Bailey, Detra Borner, Phil Feinberg, Carol Coyle

The meeting was called to order at 6:03 pm. A quorum was present. The meeting notes of 12/14/10 were reviewed and approved.

Lyle reviewed the subcommittee assignments. He encouraged the members of each subcommittee to recruit additional members.

Members discussed various upcoming events in McCall around the date of the centennial. Steve mentioned that the bike fest will be the weekend prior to the centennial. After discussion, the members decided that it would be most feasible to have a big event the actual day of the centennial on July 19th. Options included closing down Lake Street and 3rd Street to traffic and diverting it around the downtown core. A picnic, beach party, parade, walking tour, street fair, and street dance were some of the possible activities mentioned.

Shorty reported on the centennial volleyball tournament that will take place the weekend of July 15-16 at McCall Donnelly High School. He anticipates much interest in the event, and expects it to break even financially or perhaps generate revenue.

The mission statement of the committee was reviewed:

“The McCall Centennial Committee exists to organize a meaningful and enjoyable celebration of McCall’s 100th birthday that appeals to all ages of people with ties to McCall, and portrays McCall’s diverse heritage, present community, and promising future.”

Members suggested some minor edits and changed the word “portrays” to “to honor”. The mission statement was approved with the change.

Financial management: Discussion was held regarding how to manage the finances of the committee. Options include setting up an account and being part of a non-profit umbrella or running all expenditures through the City. It was recommended that Steve Forrey present his recommendation at the next meeting.

Members asked about the legacy project. Lyle will contact Dave Armstrong for an update. Fundraising for a large project was discussed and Steve recommended against asking the business community for donations. Members discussed what any remaining funds might be used for and determined that the events do not have to end with the July 19th celebration, but that centennial activities could continue all year.

Logo: Discussion was held regarding the need to trademark and own the logo design. Other entities could use the logo but would have to pay a fee to do so. It was mentioned that it will be likely that other groups may wish to benefit financially from the centennial and will create t-shirts, posters, etc. At this point, it was determined

that if others wished to profit from the centennial, that the Committee would not actively prohibit those endeavors, but will work toward establishing a clear identifiable logo and activities that represent the committees' planning efforts.

Subcommittee reports:

1. Marketing: Detra asked for help on her committee as she is new and doesn't know a lot of people yet. She said that the Public Works building is considering a new sign that would include "100 years of Service 1911-2011". She suggested banners across the highway and a website and Facebook page. It was suggested that she meet with the City's IT staff to develop the web page. Dean suggested that there be a "Viewpoint" article in the Star News about the centennial.
2. Logo and Artwork: Phil suggested that stickers with the logo be developed and those could be placed on public vehicles, buildings, etc. He will have 3 designs to review at the next meeting.
3. "100 Book": Steve talked with Marlee Wilcomb and he said she has an extensive collection of photos from the first 50 years of McCall, but not so many of the next 50 years. The book would be printed as needed so there wouldn't be a large inventory on hand. Steve thinks the book could raise money for the centennial. Members supported the concept of the book and asked Steve to meet again with Marlee to get details. Lyle said he'd be willing to meet as well.

Shorty cautioned about using the \$10,000 too much as seed money for projects and encouraged that members develop activities that are "budget neutral".

Discussion was held about how to manage any profit generated by centennial activities and it was determined that once all of the expenses for the events and activities are paid, then the profit could be shared with other groups as determined by the committee.

4. Events: It was discussed that the events committee will be a clearinghouse for all centennial events, but will only be responsible for hosting city-sponsored events. It was discussed that the focus will be on July 19th. There will be more discussion at the next meeting about specific ideas for the big celebration. Jackie would like to emphasize "100 Things" events such as 100 books read or 100 hours of community service, 100 miles walked, etc and participants would receive certificates at the community celebration. She suggested ideas for the the "100" events could be requested from the community at large in the "Viewpoint" article.

5. Historical: the first article about McCall's history will be in the Star News on Jan. 20th.

The next meeting will be January 18th at 6 pm in the conference room at the Library.

The meeting was adjourned at 7:44 pm.

Submitted by: Carol Coyle

Lyle Nelson, Co-Chair

Dean Martens, Co-Chair