

McCall Centennial Committee

Meeting Minutes 3/15/11

Present: Phil Feinberg, Marlene Bailey, Steve Forrey, Lyle Nelson, Lindley Kirkpatrick, Judi Woods, Shorty Clarke, Steve Gleason, Debra Facchin, Jackie Aymon, Carol Coyle

The meeting was called to order at 6:05 pm by Lyle. A quorum was present. Phil moved to approve the minutes of 2/15/11. Marlene seconded the motion and the motion passed.

Co-Chair report: Lyle reported that he sent an article to the Star News for the "Viewpoint" and it should run this week. Phil sent the Centennial logo to the Star News as well.

Subcommittee reports:

1. Finance: no new news

2. Logo: Gregg Bradshaw has requested a list of all city employee names and all city committee members so that personalized logo stickers can be made. Phil asked for feedback as to how to distribute or sell the logo stickers. The base cost for each sticker is .25 to .35. The electronic version of the logo will be distributed to the Chamber and the City for inclusion on their websites. Members discussed various ideas for the logo sticker and the best way to distribute them. Lyle suggested that the sticker itself was a PR/Marketing activity. Lindley suggested that funding be designated for stickers.

Lyle moved to authorize \$400 for stickers and vehicle emblems. Shorty seconded the motion and the motion passed.

3. Legacy project: Deb distributed photos from another project that Dave Armstrong completed which included storyboards and mosaics. Dave would like to include sculptural elements in the linear wall. Deb will meet with Luke Vannoy. Carol updated the committee on the recent meeting with Dave and the city staff. The project's infrastructure needs were discussed.

Lyle discussed the brick project as a method to fund the legacy project. He suggested that "celebrity" bricks could be purchased through silent auction. Discussion was held as to whether 300 bricks at \$100 each could be sold. Members agreed that this was possible. Other ideas for funding the project were discussed. Carol asked that active fundraising not start until the final design of the project was completed and approved. It was suggested that there be a ground breaking for the project on July 19th.

4. Events: Shorty met with Kit Worthington and an Idaho winery to discuss the potential of bottling a centennial wine. Judi, Jackie and Marcia will be coordinating the 2nd street activities which will have a street fair atmosphere. Dean and Shorty will be handling the activities. Music has been donated by Kit Worthington and Joel Hellerman will do the sound. Paul's will donate 5 full sheet cakes which equates to about 500 pieces of cake. The Idaho Dairy Council will donate milk and ice cream. Shorty is working with Sysco on some of the food items.

Members agreed that the goal would be to break even on the food, and not consider it a fundraising event. Shorty will work on menus and present to the committee for approval.

Jackie asked about having a highway banner and Carol reported that the date had been reserved but that the banner would have to be developed. She will check on the banner dates.

5. Book: Steve is seeking a benefactor for the book project. He is preparing a letter with the details. He needs approximately \$20,000.

6. Marketing: Lyle met with Detra regarding a marketing plan, and he distributed the plan. Carol mentioned that there is a centennial page on the City website and that a new website design was being developed. Jackie would like to put ads on the site. Judi will contact the person who coordinated Winter Carnival about doing a Facebook page. Lyle will work with Marlene about contacting the Statesman for coverage. It was discussed that all the events that local businesses plan could be listed on the website. A contest for those who recruit the most participants could result in the first brick for the legacy project. Shorty mentioned that the May 15th Bistro 45 event will be the Bistro's 10th birthday and they are doing Centennial glasses. Members discussed various activities and merchandising opportunities. It was pointed out that the logo could be sold to businesses for their merchandising efforts. Lyle will contact Suzann Crist to see if she would like to be on the committee. Phil will make sure Steve Gleason gets the logo.

7. Historical: Marlene reported that a new article will be in the Star News about the early days of McCall and the post offices.

Steve moved to adjourn the meeting and Judi seconded the motion. The meeting was adjourned at 7:15 pm.

Submitted by: Carol Coyle

A handwritten signature in black ink, appearing to read "Lyle Nelson", written over a horizontal line.

Lyle Nelson, Co-Chair