

McCall Centennial Committee

Meeting Minutes 4/6/11

Present: Jackie Aymon, Steve Gleason, Suzann Crist, Lyle Nelson, Steve Forrey, Shorty Clarke, Marcia Witte, Nelson Witte, Phil Feinberg, Carol Coyle

The meeting was called to order by Lyle at 6:00 pm. A quorum was present. The minutes of the 3/15/11 meeting were reviewed. Jackie moved to approve the minutes; Shorty seconded the motion and the motion passed.

Co-Chair update: Lyle introduced Suzann Crist from Orbit Screen Printing. She will help with public relations and merchandising.

Local Option Tax application discussion: Steve G. described how the LOT application works and what the LOT Commission considers in reviewing applications. He cannot submit this application to the Commission due to conflict of interest concerns. It was agreed that Carol and Lyle should take the lead on submitting the application. They will work with Dave Armstrong to get costs and timeline. Steve G. moved that the Centennial Committee will submit an application for funding of the centennial park project. Steve F. seconded the motion and the motion passed.

Events: Shorty described the menu options for the bbq. He calculated the prices provided by Sysco, and added 10% for potential increases. He said that money will be needed to purchase the items upfront as the supplier will require payment in advance. Carol will email the menu to the committee members for comment. Health department requirements and permits were discussed. Carol will discuss with the Deputy City Clerk. Members discussed various ideas for the event. It was recommended that in order to get a general head count, that the event be advertised and that a RSVP request be included in the advertisement.

Shorty requested aprons for the volunteers who cook. The merchandising committee will look at what kinds of items might be offered for volunteers and related costs. Steve G. moved that the Finance Committee authorize expenditures of up to \$4000 for the bbq, and \$3000 for promotional activities with the understanding that funds spent on the upfront food costs would be reimbursed to the committee. Phil seconded the motion and the motion passed. Lyle and Steve F. will get together and discuss the budget line items more in depth. Shorty also mentioned that the GIG has approved \$650 for bands for the bbq event and a Washington winery will be producing 50 cases of centennial wine. This was met with much enthusiasm from the committee.

Logo: Phil discussed the logo project. He will develop an order blank and price list to be sent out to businesses in the upcoming mailing. He mentioned that he has a friend who does metal work that could do the centennial logo for the centennial park.

Book project: Steve G. provided a draft agreement with Mountain House Gallery for review that includes costs, number of copies, and responsibilities of each party. Marcia suggested that it be reviewed by the City attorney. Carol will forward it to the attorney. Steve is working with a local business to get funding to publish the book.

More events: Jackie and Marcia crafted a letter to send out to city groups , area non-profits, schools, etc. about the Second Street Carnival. They are hoping to recruit Barbara Morgan to be there for a NASA booth. Shorty said there is a the potential for a flyover by the Navy since it is the 100th year of Naval Aviation. It was mentioned that a new business in New Meadows has doves for special occasions but the committee agreed that mixing doves, Navy jets and ospreys probably wasn't a good idea.

Marketing/PR: Lyle said an ad in the Statesman is planned and that he will meet with Tom Grote to discuss the Centennial more in depth. He would like to get a TV station to do a spot. Also, KZDY could do a live broadcast. It was asked if a note could be placed in water bills and Carol will check on that.

Plans will be developed for a marketing plan for the brick fundraiser. It was agreed by all that will all the events and activities, more people are needed to help. Lyle urged members to get others involved.

Historical: Carol reported that the Historic Preservation Commission is working on an article about early tourism and hotels in McCall.

Steve moved to adjourn the meeting. The meeting was adjourned at 7:44 pm.

Submitted by: Carol Goyle, Secretary

Handwritten signature of Lyle Nelson in cursive script, written over a horizontal line.

Lyle Nelson, Co-Chair

Handwritten signature of Dean Martens in cursive script, written over a horizontal line.

Dean Martens, Co-Chair