



McCall Centennial Committee

Meeting Minutes April 19, 2011

Present: Steve Gleason, Lyle Nelson, Marlene Bailey, Detra Borner, Lex Bernstein, Dean Martens, Carol Coyle, Judi Woods

Dean called the meeting to order at 6:05 pm. A quorum was present. The minutes of the April 6 meeting were reviewed. Steve G. moved to approve the minutes and Lyle seconded the motion; motion passed.

Events update: Carol mentioned that she had received several inquiries about booths. Discussion was held as to whether to allow items for sale by vendors. Members recommended that the Events subcommittee develop a policy so that everyone would be aware of the whether sales other than official Centennial merchandise would be allowed.

Lex agreed to work with the schools to encourage staff and students to become involved in the Centennial celebration. Judi said that she is promoting the event and will do a Chamber E-blast. She needs the registration forms for the Chamber website.

Marketing update: Lyle reported that there will be a sole source t-shirt distributor, Orbit Screen Printing. He discussed the various items that could be sold. The ideas of a centennial calendar was discussed. The book promotion could be tied to the calendar production.

Promotion update: Lyle said that there will be an ad in the Statesman and that Channel 7 will be coming to McCall for a news broadcast in May. Lex suggested that there be an annual "visioning" event each year and an annual picnic.

Finance update: Lyle said he would like to meet with Steve and Lindley to set the budgets for various categories. He asked that all committees identify what expenses they might expect. Steve said there would be no upfront expenses for the book and Judi said it would be limited for the Street Fair.

Book update: Steve G. distributed a sponsor letter he has prepared for potential financial sponsors of the book. He said he may need to divide up the sponsorship and have several sponsors. He will meet

with the McCall Community Improvement Corporation on 4/25 to discuss the agreement with Mountain House Gallery. The City attorney is reviewing the agreement as well. Steve needs members to put the call out for pictures from 1940s to 2011, and that they needed a verifiable caption. It was suggested that perhaps Larry Shake might be a good resource for Steve. Lex suggested that the owners of the Print Shop might be able to help with editing the photos. The Historical Commission may be able to help with determining the photo dates and accuracy. He will develop a release form for the photos.

Legacy project: Lyle met with Dave Armstrong about the Centennial park project. Members discussed the brick project and how to attract financial sponsors. Lyle will prepare a Local Option Tax application for the project.

Historical Committee: Marlene reported that the next Star News article will be on the early hotels. Ann Braak, a member of the HPC, has been working on the walking tour brochure and it is almost complete.

Dean suggested that perhaps the Star News would run some bi-weekly articles about the Centennial and upcoming events. Lyle will discuss this with Tom Grote.

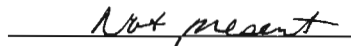
Lex and Dean will discuss the option of having the school district work on a time capsule project.

Steve moved to adjourn the meeting and the meeting adjourned at 8:08 pm.

Submitted by: Carol Coyle



Lyle Nelson, Co-Chair



Dean Martens, Co-Chair