



SCAPPOOSE
Oregon

100 Year Celebration Ad Hoc Committee Meeting Minutes

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

April 14, 2021 6:30 pm

Attendees: Mike Sykes, Pete McHugh, Isaac Butman, Susie Wilson, Joel Haugen, Wanda and Cliff Bauer, Cindy Ede, Janet Wilson, Gail Sykes, Jeff Weiss, Jeannet Santiago

Absent: JJ Duerhen, Bryan Hammond, Ivy Freimuth, Kevin Freimuth, Karen Holmberg, Patty Conroe, Sharon Evinger

1. CALL TO ORDER

The meeting was called to order at 6:35 PM by Chair Michael Sykes.

1.1 Agenda/Minutes

The agenda and minutes were approved by general consensus.

2. General Discussion

2.1. **Budget Allocations** – Isaac stated that budget allocations should be done in larger, more encompassing chunks so that we can expend more freely on a budget item before seeking approval for more fiscal allocation.

2.2. **Coin** – Susie stated that Jake is going to give her a quote for colored coins. There was a discussion about changing the number of coins to be purchased and about how to use them (as prizes, handouts, etc.). The committee stated that it is looking for a sponsor to sponsor the coin purchase.

2.3. **Billboards** – Pete stated that he has no response yet from the billboard company. Pete asked if the price comes down, would this be something that the Committee would want to do. Jeannet asked if the total cost for two months being around \$1,600. Jeff stated that was correct. There was a discussion about what sorts of people the billboard would reach. Mike asked about when the billboard should start? General consensus was that the billboard should run between mid June-August. A motion was made to get a billboard for between mid June-August. The motion was seconded and passed unanimously.

2.4. **Media and Marketing Update** – Jeff stated he sent around banner costs from Bemis. Discussion happened about the types of banners, sizing, and the light poles along Highway 30, and that before the Committee can get concrete about cost, the Committee needs a design to distribute. Isaac talked about the Facebook page creation and that it will be used to funnel information about the event, and the Facebook administrator will not be creating content, but sharing content. Paul will be taking on website development. The website will link to the history site, the City webpage, the 5k/10k run page, and more.

2.5. **Invitations to pioneer families** – Pete stated that the history part of the event would benefit from inviting anyone from pioneer families to the event, the parade, and other events as appropriate, and asked if there are there any ideas about how to reach these families. A



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comment was made that perhaps the committee can run an ad or article in the paper. Mike stated that the Havliks might know about how to contact these families and stated that Cliff probably knows some people as well. Cliff stated that he has been looking into this for the *History of Scappoose* book already. Jeannet asked how these families are going to be integrated into the celebration. Pete stated that the first step is letting them know about the event, and perhaps the committee can recognize them during the event. Mike stated that perhaps an old-timer's reception would be appropriate. Cindy spoke about how that could work, and perhaps someone could introduce the major players. Susie asked Cindy if she could take that on. Cindy stated she would like that. The Committee brainstormed a little about location for this event, and some of the logistics related to this.

2.6. Charge for parking and evening music @ veterans – Mike state that there was a recommendation that there be a charge to park, and enter the music venue, and that those revenues would help backfill the budget, and that the revenues would stay in the community if they were more than financial outlay. Excess revenues will be being dedicated to the creek trail along South Scappoose Creek. Joel stated that the Parks Committee could be asked to help take this on and manage collection etc. Discussion happened about charging covering the reasonability of the cost versus the benefits of attending the concert and that \$5 is not much to park nor to attend a concert. Pete asked if there could be a motion to charge admission and parking fees of \$5 for the Veterans Park location. A motion was made and passed with general consensus.

2.7. Logo Contest/Dan Rocha Design – Isaac showed the logo submissions alongside the final logo. After discussion, A member motioned to make Virginia Fenstermaker the winner. The motion passed unanimously. Pete stated he will bring the logo to Council, and asked Isaac to draft a letter for the winner and the other contestants. Regarding the Graphic Design contract, Isaac showed the contract. Debate happened indicating that the members wanted more detail in the scope, wanted to add some smaller items to the contract, and wanted to add more specifics about the banners. The Committee also approved up to \$1,000 for this contract.

2.8. Budget – Susie stated that Waste Management will be donating all waste removal for the celebration, including dumpster costs.

2.9. Event coordinator – Isaac stated that the City talked with Angela Wayman about being involved with the event. Angela will be returning a scope of work soon. Isaac noted that Angela seems to be a single-proprietor and that the City is a little concerned about her ability to engage extra help if needed, and also stated that the City noted that her experience mostly relates to events much smaller than what the Committee is planning.

2.10. Sponsorships – Cliff Bauer is going to be a sponsor and have booths for all the businesses at Bauer Square at the event. Susie will take on Portrait Homes for sponsorship. Pete stated that Paul mentioned that top-tier sponsors should choose their top three event sponsorship choices to help figure out which of our sponsors are premier sponsor for which event. Mike stated he will take Cascade Tissue and Dalgrens, Pro Auto will be taken by Janet, Weyerhaeuser will be taken by Pete, Comcast and CenturyLink should be added to the list,



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Ace Hardware should be added to the list, Susie will take Columbia heating, Pete will take Comcast/Xfinity, Wanda will take Westcoast shoes.

- 2.11. **Schedule** – Susie asked about scheduling another band, the Rae Gordon Band, at Heritage Park. The Committee agreed that that would be okay. Susie and Jeff stated that they have no time slot reserved yet but will soon.
- 2.12. **Site maps** – Mike asked Isaac and Pete to talk with the City about reaching out to Christensen/Peak electric to see if they could donate the electrical work needed at Veterans to hook up food trucks. Isaac stated he will help coordinate this.
- 2.13. **Veterans Park stage** – Mike got a final estimate on the stage for Veterans from the Havliks, the cost will be \$5250.
- 2.14. **History of Scappoose book** – Cliff stated he is working on writing stories that convey the flavor, history, and culture of Scappoose, and recording day-to-day anecdotes about the history of the city.
- 2.15. **Parade** – Susie asked if there needs to be preregistration for the parade and asked how that might happen. Pete stated that this might be something to turn over to the event coordinator when they come on
- 2.16. **Essay contest** – Gail talked about the general idea for the essay contest and mentioned that it needs to go out soon. Pete suggested reserving \$100 per winner and a coin. There was general consensus that allocating \$300 for the essay contest was acceptable.
- 2.17. **General Discussion** – Pete stated that he will forward some contacts he had with Native American groups about possibly being involved with the 100-Year event. Susie stated that Larry Erickson will be donating easels for the event.

3. Announcements and Next Meetings

Next Meetings

- April 21, 2021
- April 28, 2021
- May 5, 2021

4. Meeting Adjourned at 8:13 pm.

For questions about these minutes, contact Isaac Butman, 503.543.7184, ibutman@cityofscappoose.org
The 100-Year Ad Hoc Committee conducts its meetings in an ADA accessible room. If special accommodations are needed, please contact City Recorder Susan Reeves at 503.543.7146, ext. 224 TTY 503.378.5938