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100 Year Celebration Ad Hoc Committee Meeting Minutes

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

May 5, 2021 6:30 pm

Attendees: Mike Sykes, Pete McHugh, Paul Fidrych, Joel Haugen, Jeannet Santiago, Susie Wilson, Isaac Butman, Brandon Treadway, Josette Hugo, Jeff Weiss, Kimiyo Asanuma, Janet Williams

Absent: Bryan Hammond, Ivy Freimuth, JJ Duehren, Karen Holmberg, Kevin Freimuth, Patty Conroy, Sharon Evinger

1. CALL TO ORDER

The meeting was called to order at 6:31 PM by Chair Michael Sykes.

1.1 Agenda and Meeting minutes

The Agenda and Minutes were approved by general consensus.

2. Old Business

2.1 Event Coordinator – Brandon introduced Kimiyo, an intern working with his team, who is on tonight to experience an internet coordination meeting. Brandon proposed some agenda items for next meeting to the Committee. Brandon stated he will be sending out a survey to members to help get Treadway Events up to speed. As he mentioned at the last meeting, he put together some billboard mock-ups he would like to share to help give creative direction as the Committee moves forward. Brandon showed mockup billboard comps.

Paul stated that the committee had talked about creative direction and the Committee is leaning towards representing the future with a brighter, more upbeat theme, and wants to make sure that the overall feel moves in that direction. Brandon agreed that all marketing strategy should be cohesive. Mike stated that he liked the information presented and appreciated having the ideas for review. Jeannet stated that she was interested in a tag line for the celebration. Brandon stated that he played with it and “Celebrate 100” seemed to be what worked best.

2.2 Budget/Finance/Sponsorships Update – Isaac updated the committee on the status of the budget, finances, and sponsorships. Mike mentioned that things look pretty good in terms of budget vs. expenses and stated that one of the unforeseen items was possibly purchasing picnic tables for the event that could be donated to the City.

Isaac mentioned that one of the sponsorship tiers hasn’t really had much attention, and that is the individual sponsorship level. Mike stated that there was a conversation earlier about this. Paul stated that he had drafted some language to engage the community with this giving tier, and that there does need to be a directed effort. Paul also stated that it would be important to solidify where exactly a plaque recognizing sponsors/donors would go to help solidify the idea in people’s heads.

Isaac showed the draft sponsorship letter and asked if anyone wanted to edit it to make it feel more personal and crafted more to the Committee’s preference. Jeannet stated that



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she would be happy to post out on Facebook about sponsorships if Isaac was to write copy and put in the Dropbox. Isaac stated he could do that early next week.

- 2.3 **Media/Marketing Update** – Jeannet stated that the Facebook (<https://www.facebook.com/Scappoose-100-yr-Celebration-Aug-13th-14th-112665074260817>) has gone live, and there is an email, scappoosecelebration@gmail.com, available for the event. Jeannet invited people who live in Scappoose and groups around the City to the group and reached around 200 people in the last two days. Jeannet wants to have the committee join the group and share to help spread the word.

Brandon asked what the group name is. Jeannet stated that it is a page, and the name is Scappoose 100 yr Celebration August 13th 14th. Brandon stated that it would be good to have it be an event page so that advertisements can go out that way as well. The main page should direct people to the website.

Paul stated that the frame of the website is completely done and is just waiting for the Scappoose100.com URL to be transferred to his server. It is set up with all the events, schedule, etc. and it just needs content to fill out the website. Les did not want to integrate the history pages at the historical society into the scappoose100.com.

Jeannet stated that Niki sent her an email that there is a two-page add spot available in the spotlight if we want it in the coming week or two.

Pete asked if he should send pictures and things that he has received to the Scappoosecelebration@gmail.com? Jeannet stated yes.

Joel stated that Dan's contract should be prioritized ASAP. There was a general consensus that this was the correct move.

Mike stated that there was discussion about Covid and planning in the case of postponement. Isaac talked about the financial plan for what happens if the event is postponed or canceled, Covid requirements for distancing vendors and possible occupancy caps on the event space, and a possible plan-b for the nightly music at Veterans Park.

- 2.4 **Vendors Update** – Susie stated that Jake has been working on getting the Vendor management software up and running from the forms that Isaac provided. The site is just waiting for Scappoose100.com to go live to provide the link to the signup sheet.

Brandon mentioned that vendors take Covid very seriously, and the committee should seriously consider leaving space between booths. Mike stated that Susie, Isaac and Brandon should talk about that.

- 2.5 **Commemorative Button** – Isaac showed pins that Pin Center mocked up to replace the coin. Pete stated he still likes the buttons idea. Brandon stated that there should be a memento, especially for the individual sponsorship/donation to help get those donors engaged, and that there should be something physical to go with the individual donations. Paul stated that he disagrees that a physical item is necessary, and that the expense could be too much.



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Brandon stated he understands what Paul was saying, and that these items could help get pre-event donations and to forecast how many we might need. Jeff stated that he envisioned a floor on donations for each item. Mike stated \$50 would be just the name on the plaque. Isaac asked Brandon if providing a small physical item helps encourage engagement. Brandon stated that it helps donor's feel special and increases engagement, and that regarding pre-event donations it can help increase participation. Joel stated that a pin could be a collector's item.

Janet asked if a poster would be something that we would want to do. Jeff stated that the pin is similar in cost. Paul stated that there are implementation concerns relating to how pins would be distributed. There was discussion about how pins would be distributed, how donor thank you letters would be distributed, donation logistics, and visualizing them during the event. The committee agreed to resolve this at the next meeting.

2.6 **Grand Marshal** – Pete stated that Frank Weber is a WWII Vet. and is part of the VFW, has been involved in the community for years, and would be a great choice for Grand Marshal. Josette stated that Cliff Bauer would be a good choice as well. He's lived in the community for years and been very involved in the community throughout his life. Jeff stated that there does not have to be just one Grand Marshal. Joel stated that the Committee should offer it to Frank first. Jeannet asked what people think about Mayor Burge. The Committee replied the Mayor would likely already have a spot in the parade as Mayor. Mike stated that he liked the idea of two Grand Marshal's, and that Wanda could ride with Cliff. Jeff stated that however is selected should be deserving of the honor.

2.7 **Betty Huser Remembrance** – Pete stated that Betty had been Mayor for around a decade, and that adding an exhibit or remembrance at the history exhibit hall would be appropriate.

2.8 **Mural Update** – Mike stated that the City did not get the Grant for the mural. Joel stated that they are moving to plan-b, whatever that is. Joel stated that Mike will talk with Michael Curry tomorrow, and maybe get a design idea that we can share at the Celebration to stimulate interest in the mural.

3. **Announcements and Next Meetings**

- May 12, 2021
- May 19, 2021
- May 26, 2021

4. **Meeting Adjourned at 7:45 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