



## 100 Year Celebration Ad Hoc Committee Meeting Minutes

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

April 7, 2021 6:30 pm

**Attendees:** Mike Sykes, Pete McHugh, Isaac Butman, Gail Sykes, Susie Wilson, Jeff Weiss, Les Waters, Joel Haugen, Paul Fidrych, Jeannet Santiago, Cindy Ede, Janet Williams, Wanda and Cliff Bauer, Josette Hugo, Jennifer Parral

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

### 1. CALL TO ORDER

The meeting was called to order at 6:30 PM by Chair Michael Sykes.

#### 1.1 Agenda/Minutes

The agenda and minutes were approved by general consensus.

### 2. General Discussion

2.1. **Committee Meeting Times:** Isaac spoke about Ad Hoc Committee meeting times. Pete, Mike, and the Interim City Manager spoke and determined that because the Committee seems to be meeting every Wednesday now, the Thursday meeting time has been discontinued. For the foreseeable future this Committee will meet on Wednesday nights at 6:30 in a hybrid format.

2.2. **Logo and Slogan:** Isaac presented the latest version of the 100-Year Celebration Logo and the slogan "Embracing the Future". The only feedback from the Committee is that the spacing of the numbers in the bottom banner is slightly off. The Committee unanimously approved the slogan and the logo, with changes to the numbers in the bottom banner to make the spacing more consistent.

2.3. **Sponsorship:** Pete reviewed the Sponsorship Tiering noting changes including the addition of free event T-shirt, clarification about displaying banners for sponsors, changing the inclusion of company logos on the event t-shirts to company names on the t-shirts, and creating a new benefit for Diamond Sponsors to be the primary sponsor on a number of events, including the Cornhole Tournament, the Gazebo at Heritage Park, kids events at Heritage Park, each music act at Veteran's and others. Susie mentioned that there are some sponsors who have been identified that have not had a Committee Liaison signed up, and urged members to help with curating sponsorships. Mike mentioned that the \$50 Tier is going to be changed from "Bronze" to and "in-memorium/individual/recognition" Tier. Paul mentioned that some ads may be too small for sponsor names to be included and stated that the Committee needs to clarify which ads qualify for sponsorship runs. Pete reminded the Committee to mention to potential sponsors that money raised above and beyond the event budget will stay in the community and will be used to support the development of a trail along South Scappoose Creek.



- 2.4. **Veteran's Park Electrical:** Isaac stated that food trucks hook up to power using 50-Amp cords. West of the road along Veteran's Park there are two sources of power. The southern panel provides 120 Amps of power, and the northern panel provides 200 Amps of power. If the Committee finds a way to have the electrical work completed it looks like those panels could be rewired to provide 4-5 50-Amp outlets, and two 20-Amp (standard) outlets. He recommended that the Committee suggest this to the City at the next Logistics Meeting for approval. Additionally, the stage will require between 120-160 Amps of power. There is enough power from the bathrooms/snack-shack between the two ball fields at Veteran's Park, however, the Committee may need to have an electrician help with making the power accessible from the baseball field in an ADA compliant manner.
- 2.5. **Coin:** Mike stated that now that the Committee has approved the logo the Committee can think about what a coin will look like. He stated he is going to pursue a secondary estimate as the first two seem quite high.
- 2.6. **Schedule of events:** Isaac ran through the tentative event schedule and got definition on the timing of several events, including the parade, the Cornhole Tournament, and music timing. Jeff mentioned possibly having a local organization run a green-screen photo booth inserting people into historical photos, or a passive photo booth where people could take pictures with the Event logo.
- 2.7. **Event coordinator:** Paul asked about the budget for this. Isaac stated that it looks like typically event coordinators charge a percentage of the budget. Currently that looks like around \$7,500. Isaac stated that considering the amount of work, planning and time that members of the Committee and members of the community at large have spent so far on the event he feels that this is quite high as much work has been done already. He stated that somewhere between \$3,000 and \$5,000 seems more reasonable, and that the City is being conscientious about this in terms of hiring for this position. Mike mentioned a local planner, Kelly Marks who helped with Wings and Wheels could be a good resource for this. Isaac stated that he would reach out.
- 2.8. **Vendors:** Susie stated that she is waiting on the vendor forms from the City to move on this. Isaac replied that the City is working with its legal counsel and insurance company to finalize the forms, and that he hopes these are complete early next week. Isaac stated that he City understand the necessity of these items and is working to complete them as quick as possible.
- 2.9. **Softball:** Pete met with Brian Hogue about the softball tournament and there has been a hiccup. Softball takes a break in August, so Brian suggested holding the tournament earlier, maybe in July. There was general agreement that that would be good, and that it might relieve some of the pressure on that weekend.
- 2.10. **History of Scappoose Book Update:** Cliff is going to write an update to the book.
- 2.11. **Mural:** Joel stated that they are waiting to see if the grant is approved. The grant was for \$35,000 from Travel Oregon and included \$7,500 in-kind from Michael Curry. The approval date is last day of the month, so we should know by May. The grant application is to design a triptych depicting the past-present-future of Scappoose on the Police Department wall facing Highway 30. The grant would include the art and lighting to highlight the art.



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- 2.12. **Parade:** Gail stated that she is partnering with the person that has been setting up Parades during the pandemic through social media to work on the parade.
- 2.13. **5k/10k run/walk:** Joel mentioned that a young man, Neil Hoffmann, who was involved in track and field at the high school passed away this October, and that this run has been conceived as a way to memorialize him. Pete mentioned that he has been working with the Coaches at the high school to include a tribute to him. Paul stated that he met with the Cross-Country team last week to develop race routes and is working with Norm on road closures. Paul presented his slideshow on the 5k/10k event. Paul stated that the 1k event would have no entry fee and would just be a fun community event. For the 5k/10k, runners in Scappoose said that the hills provide unique vistas of the surrounding area and they want to make this a large part of the run as it is a unique feature of Scappoose and would help make the race stand out. Regarding the infrastructure, there are plenty of companies that help put on events like this around the State, and during his research, Paul found that the event would cost very little, if anything to put on. Cross-Country has promised volunteers for the event to handle day-of race needs such as water stations and event coordination. The budget balances between 165 5k/10k participants. Isaac asked about timing considering the number of events on Saturday morning. Paul stated the race should be between 8am-10am and that it would not conflict with the Parade as most of the runners for the 5k/10k will likely come from out of town. Isaac asked about the break-even number. Paul stated he had not calculated that, but that according to his math, even if the race did not break event, it would be a fairly small expense after people register for the run. Paul stated that the doggy fun run could happen at 10:30. Joel mentioned that this could be a unique sponsorship opportunity. Paul stated that regarding sponsorships, his contacts at Nike and elsewhere are hesitant about sponsoring anything currently, but that that could change. Jeannet clarified about the 1k being out of the expense system for the race tracking. Paul stated that is correct and mentioned that he would need approval for around \$1,600 to start setting up the event through the chip-timing website and to start marketing and outreach. Mike asked if there was a motion to approve the expenditure. Two members motioned to approve expending \$1,600 to start the 5k/10k event. The motion passed unanimously.
- 2.14. **Banners and Signage:** Jeannet for specifics about the banners. Susie and Mike mentioned that they were hoping to raise banners over E. Columbia, and possible another location on the east side of Highway 30 prior to the event, as well as hang smaller banners of utility poles if possible. Mike mentioned coordinating with City Staff about the sizing/locations for the banners around town. Isaac mentioned that he had sent out information about permits and banner requirements to Jeannet and Jennifer earlier in the week. Jeannet stated that the Facebook page is not published yet but is being built. Jen stated that Facebook would be ideal as a funnel for directing people to the smaller events around the celebration and stated that each mini event should create their own brochure etc. to be shared on Facebook. And Jen asked that all committees and sub-committees channel items to Jen for publication.
- 2.15. **Spotlight:** Jeannet has been working on reaching out to Spotlight about the 100-Year to talk about how they are integrating the event and is awaiting a reply. Paul stated that the event needs a landing page for the event soon. Mike stated that Jeff, Isaac, Les, Jen,



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Jeannet, and Paul meet and figure out what to do about this ASAP. Isaac stated he would coordinate this.

- 2.16. **Brookdale oral histories:** Wanda stated she sent an email to Brookdale but has not heard back and it looks like she needs to go there in-person. Pete stated that he can help with that. Jeff has created a list of possible questions and will circulate that. For review.

### 3. Announcements and Next Meetings

#### Next Meetings

- April 14, 2021
- April 21, 2021
- April 28, 2021

### 4. Meeting Adjourned at 8:35 pm.

For questions about these minutes, contact Isaac Butman, 503.543.7184, [ibutman@cityofscappoose.org](mailto: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