



SCAPPOOSE *Oregon*

Wednesday, May 5, 2021

100-YEAR AD HOC COMMITTEE MEETING AGENDA

Meeting at 6:30 pm

This meeting will be held in a hybrid format. Contact ibutman@cityofscappoose.org for information.

Please submit public comment to Isaac Butman, at, ibutman@cityofscappoose.org in writing or via email by May 4, 2021

Topic

1. Call to order

1.1. Agenda: May 5, 2021; Minutes: April 28, 2021; Public comment

2. Old Business

- 2.1. Event Coordinator Update
- 2.2. Budget/Finance/Sponsorships Update
- 2.3. Media/Marketing – Spotlight, Website
- 2.4. Vendors Update
- 2.5. 5k/10k Update
- 2.6. Graphic Design Contract Update
- 2.7. Commemorative Button
- 2.8. Grand Marshal

3. New Business

- 3.1. General Discussion

4. Announcements and Next Meetings

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

5. Adjourn



100 Year Celebration Ad Hoc Committee Meeting Minutes

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

April 28, 2021 6:30 pm

Attendees: Isaac Butman, Mike Sykes, Pete McHugh, Joel Haugen, Susie Wilson, Jeff Weiss, Gail Sykes, Brandon Treadway, Jeannet Santiago

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

1. CALL TO ORDER

The meeting was called to order at 6.36 PM by Chair Michael Sykes.

1.1 Meeting minutes – Meeting minutes and agenda were approved by general consensus.

2. Old Business

2.1 Event Coordinator – Isaac stated that Brandon Treadway, the perspective event coordinator is joining the meeting via Teams for the night to listen in and hear how the Committee works. The committee introduced themselves to Brandon Treadway, and vice-versa.

2.2 Budget/Finance – Isaac updated the committee about the state of the budget and finances, stating that the additional \$10,000 from the City of Scappoose and the \$5,000 from the Economic Development Committee will not be credited to the 100-Year fund until July 1, 2021. This brings the fund to an available dollar amount of around \$6,200. Isaac stated this is okay, as the Committee is holding off on purchases until May 7, 2021 when the new Covid-19 executive order should be available.

2.3 Media Update –Mike mentioned that it might be good to have a press release for the event, and to put something in the city newsletter. Jeannet stated that she met with Nikki at the Spotlight, and they agreed to run weekly historical stories; help with advertisement for the event in their publications; proposed a “wrap-around” for the paper, which is similar but more prominent than an insert. The wrap-around would be around two pages of content and the Spotlight would prefer to keep them ad-free. For supporting the event in this manner, the Spotlight would like to be a diamond sponsor. Additionally, they will run ads in partner papers, the Spotlight, local papers, and online. The only cost is if the Committee wants an overrun on the wrap-around, which would likely cost a few thousand dollars. Jeannet stated that the Spotlight would like to be the media sponsor for the event. Isaac was asked to create a short save the date for the City Newsletter this month and asked to mention the recognition/in memoriam sponsorship tier as well. Jeannet stated she is re-initiating contacts with Documart and Les Schwab as her contacts at those businesses have moved on from those jobs. Pete mentioned that the historical society was working on shorts for release. Isaac stated that these items should mimic the theme of past-present-future and be sequenced in that manner. Jeannet mentioned that the Committee just needs to provide copy, and the Spotlight editors will format the run.

Pete mentioned that we can get an extra week on the billboard for \$150, and that the Committee needs to decide what they want on the billboard. Brandon mentioned that there should be a tagline for the billboard, as they work very well. Pete mentioned that he could talk with Dan. Brandon mentioned that he could help with ideas for billboard copy for this as



well. Isaac stated that Dan's new contract covers the creation of almost all media copy for the event.

2.4 Sponsorships – Pete mentioned that he feels that every time a sponsor donates there should be a form letter response to acknowledge their support. Mike mentioned the City postcards with something short on them. Jeff asked about what sort of invoice/receipt gets sent, and perhaps the two can be made into one. Isaac stated he will work with Jill on that. Pete mentioned signing the acknowledgment. Isaac stated that he can facilitate that if the Committee wants to do that. Pete mentioned that West Coast Shoes will likely be donating, and so will Scappoose Sand and Gravel. Pete mentioned that he had talked with Casey Garret at Columbia County about various items and the 100-Year and that the County will be a great partner for the event.

2.5 History committee – Pete stated he visited to Brookdale and left information about the proposed interview with them, but that he never heard back. Pete wants to know what we are going to do with this recorded history. Joel mentioned that perhaps there should be a recorded Teams event instead. Pete stated that he likes that idea. Jeff asked if the City has a photo release form. Isaac stated he will find out.

2.6 Vendors – Susie stated that the vendor forms have been approved by the City legal team and will be out for the Vendor Coordinator tomorrow.

2.7 Commemorative coin – Mike stated that committee will not be doing a coin. Pete stated that perhaps a button would be a good choice and asked if Susie could get a quote for them. Mike asked if Susie could get a quote for different numbers of buttons. Susie agreed.

3. New Business

3.1 General discussion Mike stated that Buxton and the developer are okay with allowing parking on the Buxton lot. Mike stated that he also talked with the PCC director here in Scappoose, and they mentioned that PCC is thinking about running a tour of the OMIC campus in addition to hosting a booth at the event. Pete mentioned possibly having a calendar for the event made with historical pictures. Joel mentioned that things are looking good for a Native American presence at the event, and that the Committee should know in a few weeks if this will happen. Pete stated that the group working on the Triptych have been looking for alternatives in case the grant doesn't work out. Brandon asked who is working on the website? Isaac stated Paul is doing that but is out of town this week. Brandon asked about if the Committee has a stage lined up yet. Mike stated that the stage is going to be provided by Russel Havlik and can get Brandon contact information.

4. Announcements and Next Meetings

- May 5, May 12, May 19

5. Meeting Adjourned at 7:43 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