

150th Celebration
Steering Meeting June 27, 2018
City Staff 3pm at City Hall
Public Steering Committee 6pm at Library

Staff Meeting

Sabrina:

- Unveiling went great, good buzz
- Liz mentioned written press being more successful than anything
- Scott said the banners looked great, super easy to put up

Website:

- Send all content for site to Liz
- Get bricks ready for the public to start purchasing
 - Goal is 2,000 bricks
 - Will be working on the language as to what sponsor \$ goes to
 - Currently super vague – Mayor mentioned wanting it for the bell tower

Updates:

- New Years – Sabrina
 - Must differ from Winterfest – no ice bar, 3-sided tent
 - Changed concept to target adults 21+ only (no family time)
 - Idea was thrown out for free concerts
 - Mayor wants to move the X-mas tree location
 - Next committee meeting to discuss downtown business discounts – food trucks – Grittys
 - Contact local taxi's services for possible discounts
- Birthday Party – Amanda
 - New Committee member
 - Looking at different sites for cakes
 - Talking about a possible scavenger hunt
 - Would like to get different video clips of people wishing the city an HBD – reach out to a producing company for help
 - Save the date to go out 6 months in advance
 - Amanda will be looking for matching plates and napkins
 - Tizz is going to reach out to her contacts – Robert Cyr
 - She will also be contacting the bus company to highlight cake spots on routes
 - Ask restaurants to hand out cake for deserts that day
 - Talked about doing “swag bags” for residents who share the same B-day
- Parade
 - Working on putting a list together for people interest in participating

- Working on get volunteer form out ASAP – Biggest Issue is finding help
- Contact ATV/Golf Cart rentals for day of
- Homecoming
 - Still super far away
 - Liz recommended it be more school driven
 - It was brought up to bring this to Celeste who is helping from the school side
- Sponsors
 - Currently have \$4500 committed from businesses
 - Working on invoices for sponsors
- Historical:
 - Rachel from Museum LA heading it, National Historian to come to next meeting
- New
 - LA Food Council has access to healthy food options and would like to be involved at New Years – would like to do hot cider and snacks

Extras

- Jody/Sabrina will work on putting together a year book from all the events throughout the year
 - Do RFP for photographers & food trucks
- Library came up with a great idea for challenging their staff and doing an all department challenge
- Reach out to Triple Crown & CMCC in the fall for events
- Liz will create a black & white logo for bball shirts, etc

Public Steering Committee Meeting

Sabrina

- Unveiling very successful – not a lot of press but sun journal covered nicely
- Happy w/ the banners – Put up in just a few days
- Decals & Magnets are the hot ticket items
- Website is up & running
 - Any updates send to Sabrina/Liz ASAP
- Bricks launched – working on being able to purchase off the site
 - Jason was going to email Liz to fix
 - Goal is 2,000 bricks @\$100/each
 - Benefits 2019 Bell Tower
- Announcement for Bricks
 - Alert me, press release, great falls advertising
 - Selling bricks for a year to 18 months
 - Sell as many as possible now – hard push
 - Sell at National Night Out

- Flyers- Half sized flyer we can hand out to public/schools
- Selling Bricks
 - School participation, possible fundraising idea if they sell certain amount
 - Tie bricks to holiday celebrations, thanksgiving, Christmas, etc
- Calendars
 - 150th calendar should be on the top of all calendar links
- New Years
 - Allison in charge of the street party – reach out to Grittys, Hilton, Baxter, etc
 - 7-12 adult entertainment 21+
 - Food trucks, bands (major headliner?) – Auburn has 9 food trucks reg
 - Tizz would like to see research on places to stay in Auburn
 - Hotels, Inns, Bed & Breakfast, etc
 - It was discussed to have a roped off area outside the tent for people to go with alcohol or doing a more open setting after a certain time
 - Find vendors for hot chocolate
 - Tizz had many recommendations for people who would be interested in selling
 - Opening the 1st floor of City Hall for a warming station
 - Possible area for non-profit tables (treats)
 - Food council would like to be involved
 - VIP area in the tent – marked w/ different logos
 - Ball Drop?? – Liz
 - Library would love to be a location to visit
 - Allison will work on getting a photo booth
- Birthday Party
 - Find different people around town/famous to sing HBD for video
 - Get cake sites listed
 - Babies born on that day will receive lots of swag
 - Need to create flyers/Ad – hospital not allowed to give out info
 - Library would like to do “Make & Take” HDB cards (3 1hr sessions)
 - Tizz will reach out to country kitchen for baking supplies
 - The mayor would like to see cakes @ businesses, churches, etc
 - He would like to make it a world record – Most people eating cake at once
- Memorial Day Parade
 - Jody & Will progressing – need committee to vote on various things
 - Anyone who shares the birthday will be invited onto a float
- Homecoming
 - Not able to swap game to Auburn
 - Possible Alumni game or Police/Fire game
 - Tizz would like to see a fashion show (old uniforms)
- Sponsors

- Raised \$8000 in commitments (\$30,000-40,000 corporate \$)
- Historical – Next meeting 8/7
 - Leroy would like to invite an auburn story telling group to talk about the history of Auburn
 - Use the library as a possible location to record
 - Make sure we are visiting the places where people can not get out on their own for stories
 - Reach out to Sun Journal for 1868 election
 - Possible spot inside in the mall to set up
 - The library is going to do some research on how similar events like this were held
 - Shelly from Andro Land Trust to help w/ historical markers to kick on 2019 new spring signage
- Other
 - Tizz would like the “soft” events to be discussed in the next meeting
 - Jason would like to see steering committee meetings to be shorter
 - Committee’s need to do more in the smaller setting
 - He is going to try to make it over to each committee for input