



## **150<sup>th</sup> Celebration**

Steering Committee Meeting Minutes

City Staff 3pm at City Hall

Public Steering Committee 6pm at Library

November 28, 2018

- New Years Auburn (Sabrina/Allyson)
  - Written update was provided
  - Touched upon the liquor license issue that Lt. Harrington was working with vendors (meeting later this week).
  - Rosemary did mention adding mobile devices for event day staff and a training for volunteers.
  - We should also add a last walk thru which could also be the final Go or Not Go decision date..
  - Need Food Trucks, there is only 1 confirmed so far and we would ideally like 4-5 (one in VIP area). Some suggestions; Cupcake, Crepes, PB&ME, Dags Catering ...
  
- Birthday Party (Mamie/Tizz)
  - Written Report was provided
  - Norway Savings Bank is interested in being the main sponsor and partnering to help celebrate the Arena's 5<sup>th</sup> year birthday.
  - It was asked if EL students could record people signing Happy Birthday and put together a video that can be on Great Falls TV and Facebook.
  - Need to determine how many cakes are needed overall and how many are already donated.
  - Possible cake sites; Lost Valley, Mall?
  
- Memorial Day Parade (Jody/Alfreda)
  - Written Report was provided
  - Will need to address the Birthday Float needs per the Birthday Party Notes.
  - There will be no meeting in December and will pick back up after the Holidays.
  
- Alumni Weekend – Come Home Auburn (Rita/Celeste/Stephanie)
  - Written Report was provided
  - It was mentioned we could add the Bell Tower unveiling or ribbon cutting ceremony to the list of events for that weekend.
  - We should do a solicitation for Brick Sales with the idea of come home to auburn and see your brick during alumni weekend.

- Auburn Across America was also given Alumni Weekend as the target date for the 1935 Coup arrival.
- Possibly reach out to the LA Hall of Fame to partner with this event.
- Beard Growing contest was suggested to fall under the Alumni weekend.
- Art Show (Anita)
  - Written report was provided
  - Looking for a staff member to be the liaison on this committee.
- Historical (Rachel)
  - Written Report was provided
  - Museum in the Streets – Rosemary with GIS is interested in helping create an APP or Story Map for this item (and others) she just needs content for a storymap.
  - Tell Us about your Auburn – GIS and Great Falls TV are interested in helping with this.
  - Hoping to have a final list of committee members and events by December.
  - Pop-up Museum location needs to be confirmed by end of December.
- Schools (Celeste/Stephanie)
  - ELHS print shop can help with poster making.
  - Possibly use the EL Students to work with Great Falls TV to produce commercials, editing, slide show for TV channel.
- Sponsorship/Budget (Jason/Sabrina)
  - We have \$60,000 roughly in sponsorship commitments, add to the City's funds to make \$80,000.
  - Estimated Expenses are coming in around \$90,000 for the major events so will need some additional sponsors to come in.
  - A good chunk of advertising was focused on the kick off with hopes it will generate more sponsorship and donation dollars throughout the year.
  - We are looking to make up 100 posters for New Years Auburn to promote locally. It was mentioned connecting with the ELHS print shop to save money.
  - Community Credit Union and Pepsi are new comings to the sponsorship group.
- Side Event Chairs Needed
- Dine in Auburn Week – Brett in Eco Dev (ask)
- Earth Week in Auburn - Shelley from ALT and Neighborhood Watch Groups (ask)
- Healthy Month – Wellness Committee will take on the staff support

- The Civil War Christmas production was brought up from October's meeting, it would cost \$2,000 to put it on and someone would need to work with CLT (Karen). This could be a nice side event in December 2019.
- Website
  - 150<sup>th</sup> website needs content and will be updated per the committee reports
  - The Mayors Ad Hoc Page on the City Website has been updated with Sub Committees, Meeting Minutes, and Agendas, along with Meeting dates
- Online Store – What is the target launch date?
- Bricks Updates
  - Eco Dev is open to establishing other items up for 'purchase' but would need to just entail a plaque due to design RFP. Benches, Trees, Flower Beds, etc. were all options
  - Working on a don't want Coal get a Brick for Christmas Campaign
- Other:
  - Maureen from the LA Chamber mentioned getting her any info and she can help promote on chamber website and FB, especially the tourism related events.