

SESQUICENTENNIAL MEETING MINUTES

WEDNESDAY, APRIL 14, 2021

A regular meeting of the Sesquicentennial Committee was held on Wednesday, April 14, 2021 at the Imlay City Hall. The meeting was called to order at 10:04 am.

Present: Craig Horton, Barb Yockey, Shannon Hamell, Rob Mette, Lorrelei Natke and Ed Priehs of the DPW; Joi Kemp arrived at 10:11 am

1. The meeting was called to order at 10:04 am.
2. Discussion regarding trash removal. Previous years dumpster was placed in parking lot of Fire Hall. Now that we are using Fire Hall for beer tent, it was agreed to have dumpster placed in parking lot of Old Sign Shop. Ed also looked for direction with respect to requirements of the DPW with respect to set-up, tear-down, trash removal, road closures and cleaning. Chamber Director, Shannon, advised that Creekside Cleaning is taking care of all cleaning as their sponsorship. DPW will assist with set-up and tear down.
3. Tent and Stage Rental – Lorrelei is inquiring to see if stage can be built so that it will be available for future events. The put together stages are not stable nor reliable.
4. Advertising – Lorrelei and Shannon are working with The Print Shop for creation and preparation of flyers and posters, as well as 2 banners. Rob Metter has volunteered to create flyer and print same. The DDA has scheduled radio airtime with SMILE FM and 103.1. Rob Metter will create ads using Tik Tok and FIVERR. Mr. Metter will cover costs of FIVERR
5. Parade - Shannon and Lorrelei visited The Parade Company. Shannon explained the desire to use one style of flat float, with birthday cake, Imlay City 150th and other logos to display birthday wishes. All artwork submitted by the kids for logo contest can be made into banner and put on as skirt around entire float. Discussion that kids could be singing happy birthday or recording of them singing. Use of float is contingent upon Novak's offering to pick up and return float to the Parade Company at no charge. Shannon will report at next meeting. Gateway reps inquired about whether they would be allowed to pass out bottled water during their participation in parade. Committee agreed it would be allowable if COVID precautions were followed. They would wait to make that decision until close to the event in case the present surge does not dissipate. Julie Salsido will volunteer again to help parade coordinator. Barb to provide lineup when ready and DDA Director will prepare announcement book. Discussion regarding changing parade time to accommodate pony rides until 5 pm. No consensus.
6. Hispanic Participation – Lorrelei has meeting with Lourdes Emke at the Hispanic Service Center for help in planning programming for that segment of our community.
7. Entertainment – Lorrelei relayed up-to-date information on what bands available. Discussion and approval of acts for entertainment with Acoustic Ash, Jedi Mind Trip, Josh White, Jr. and Motor City Josh. Contracts sent. Continuing to seek acts for Shady Bell Stage and a county headliner. Waiting to hear from Alan Turner Band.

8. Re-Enactments – Shannon received permission to use Lamb Steele Building.
9. Food Trucks – Shannon advised that we have confirmed Kona Ice Truck, Hernandez Mexican and Bayou Billy. She is requiring a 50% deposit from food vendors to assure they show up. She has not yet connected with Ian to get some info regarding carnival food vendors. Barb inquired about Tracy B's who makes sweet concoctions. Lorrelei will reach out and report at next meeting.
10. Sponsorships – \$4500 collected to date (Venture Global, Doug Halabicky and Spicer).
11. Kids Area – Proposal is for us to pay \$500; Ron Rickard pay \$500 and Law Firm pay \$500 to offer first 2 hours of each day (12-2) for free. Remaining time to be paid by attendees. DDA Director still feels it will be confusing to the public about when free times are and entire celebration should have free games for kids. She feels all activities should be free except food and beverages. Rob Metter offered his daughter to do some chalk art this year. Discussion regarding pony rides and petting zoo. Shannon said quote for last year was \$1250 for four hours. We have \$40 credit from deposit made last year. Discussion also maybe to have Muxlow Exotics in Kids Area.
12. Pancake Breakfast – Mayor Kempf wants this to be at new fire hall. DDA and Chamber Directors feel should be at Beer Hall to keep visitors in celebration area not a mile away. City Manager will reach out to Fire Chief Rick Horton to come to next meeting.

The meeting was adjourned at 11:11 am.

The next meeting of the Sesquicentennial Committee is scheduled for Wednesday, April 28, 2021 at 10:00 am

Lorrelei A. Natke