

Christmas Cruise Thru

Meeting Minutes – Wednesday April 22, 2015

The second meeting of the Christmas Cruise True was held at the offices of Alliance Tax Services Wednesday, April 22, 2015 at 7:00PM.

Those in attendance were Bobbi Sinn, Charlie Wann, John Fifer, Dave Fine, Melissa Rodman, Denise Sutter, and Burton Rodman. Vince Sutter was excused.

Bobbi moved that the reading of the minutes be waived and approved as distributed. Dave Fine seconded the motion, and it carried.

Melissa presented the financial report. Bobbi moved to file the report for review. John seconded the motion, and it carried. Burton suggested that transaction detail be presented in addition to the Balance Sheet. Bobbi asked that we present sponsorship detail to avoid duplicate efforts in fundraising.

Denise reviewed revisions to the by-laws as they had been approved.

Denise reported that adding an umbrella rider of \$1 million to the fairboard policy would cost an estimated \$668. In addition, Pat King of King and Craig Ins. is preparing a quote for insuring the Board.

Dave reported that at their February meeting, the fairboard approved and signed the 3 year contract for use of the fairgrounds.

Denise reported that there were still a few decorations that needed to be taken down. In addition, she noticed some unsafe behavior during setup. It was suggested that we prepare a form that each group fills out describing their plan and that has contact information and guidelines. Denise will prepare this form before the next meeting.

Dave presented a fundraising packet that we can use to give to each business, consisting of a folder with a cover letter, a schedule of sponsorship levels, a business card, etc... He suggested that as we approach a business that we leave the folder with them and possibly collect a commitment, but bill them later. It was agreed that all contacts should be shared regularly to avoid duplication of efforts. Dave and Denise plan to finalize the sponsor letter and folder before the next meeting.

Dave requested a quote for having the reindeer for Friday and Saturday 2 weekends (double the nights of last year). In addition, he is investigating whether pictures with the reindeer would be feasible as another source of revenue.

Melissa presented the idea of having sponsors buy "Christmas Card signs" that would be placed in the parking lot.

Denise is in contact with a fireworks company that is interested in coming. A 20-minute show would cost \$4,000-\$6,000 which is a reduced rate. Denise said that Alliance Tax Service may sponsor this. Charlie will contact the Fire Marshal to determine permitting requirements. It was suggested that we do this on the final Sunday to improve attendance on our slowest day.

The idea of a walk-thru day was mentioned. Also the idea of a walking from downtown to the fairgrounds or walking around the fairgrounds as displays are lit.

Denise mentioned that there is a lot of stuff in the Ag Building that needs to be sorted and moved, potentially to the Historical building.

It was discuss whether additional members should be added to the board. It was decided that the board will be closed for the year, however those interested in being involved may be invited to the meetings.

Bobbi said that she would arrange a lunch meeting at her expense with Denise and the new director of the Chamber of Commerce to determine what their vision is and to see how we might cooperate.

The website and Facebook presence were discussed. Melissa will be in charge of the Facebook presence. Denise created a webpage with StartLogic, but in her opinion it "sucks". Burton will work on a new design for the website. Bobbi suggested that we should focus on search engine optimization and might solicit sponsors to cover the cost of web marketing.

Dave reported that he has a contact that will make posters and banners free of charge. Dave will get banners made to display during the fair.

Ideas for a logo and brand color were discussed. Ideas included a car, that it should be christmasy, lights/bulbs, a horse/carriage, a tunnel with a car, an arch, possibly a religious element, that it should not be cartoonish, possibly more traditional looking. Burton will come up with some designs including a color scheme and email them out as soon as possible so that the final design can be used in printed fundraising materials.

Bobbi asked if Dave could arrange a live radio remote broadcast. Dave said they're usually very busy at that time of year, but would look into it.

Dave reported that he was in contact with Darrin Stevenson of Toledo who has operated a large display in past years. He has offered to setup his display free of charge. Areas were discussed where we might put this display. Denise described routing traffic into the campground. Dave will contact Mr. Stevenson to invite him to our next meeting. Bobbi suggested that we should plan to arrange a "host family" for him during the event.

The next meeting is planned for May 19th at 6:00PM.

Burton moved to adjourn the meeting, Charlie seconded.