

*Celebrating 40 Years!*

**ROCK ISLAND LABOR DAY PARADE ADVISORY BOARD**

**Third Meeting**  
**Monday, December 11, 2023, at Noon**  
**Conference Room - RIFAC**  
**Agenda**

	<b>Topic</b>	<b>Who</b>	<b>Vote</b>	<b>Inform</b>
1.	Welcome - Introductions	Mary		X
2.	Additions to the Agenda?	All		X
3.	Approval of November 11, 2023, meeting minutes			
4.	<b>Treasurers Report</b> <ul style="list-style-type: none"><li>Budget for 2023: \$20,750 Actual: \$15,780</li><li>Budget for 2024: \$25,000</li></ul>	Dan		X
5.	<b>Planning #40</b> <ul style="list-style-type: none"><li>Discuss Parade Theme</li><li>Status of new logo</li><li>Event branding (colors, etc.)</li><li>Special attractions</li><li>Review parade awards (2023 - \$\$ awarded?)</li><li>Shirts</li></ul>	All		X
6.	<b>Committee Assignments &amp; Volunteers</b> <ul style="list-style-type: none"><li>Report on Meeting to review parade organization</li><li>New/interested: (Votroubeks, Tina Black, Pat Versluis)</li><li>Discussion about volunteers</li></ul>	All		
7.	Misc. Items of Concern	All		X
8.	Public Comments	Public		
9.	Adjourn - next meeting date: January 8, 2024	All		

**Dates to Remember: Parade Day - September 2, 2024**

*Thanks for your support of this great Rock Island event! 😊*

## 2024 Musical/Attractions/Other Entries

### Musical Groups

### Cost

### Sponsors

Sponsorship fees: \$350/\$400/\$450/\$500/\$800\*

### University Bands

- University of Illinois **\$18,472 (est.)**  
Transportation (8 – 56 psngr buses): \$14,440, 1 meal (box lunch??) @ 9 pp: \$4,032
- St. Ambrose University \$450

### High School Bands: \$450 (increased in 2018)

- RIHS \$450 *McDonald's of RI*
- Rockridge \$450 *Wheelan-Pressly*
- Moline \$450 *Carmen's Jewelry*
- ++

### Flatbed Favorites: Fee \$350/\$450 with flatbed and driver

1. *Mueller Band/Royal Pop / \$350* *Flatbed/Driver:*
2. *Sheltered Reality Band/ x2 \$700* *Sponsor: SRI Township* *Flatbed /Driver:*
3. *Phyllis & Shark \$450* *\*Has Flatbed*
4. *Big River Brass Band / \$350* *Flatbed /Driver:*
5. *Grey Wolf (place early) \$800* *Flatbed /Driver:*
6. *Audelia G and DJ Guerreo \$400* *Sponsor: Carmen's Jewelry* *Flatbed /Driver:*

Flatbed providers: QC Towing, Monson, Sharpe, R&D Towing / Some drivers paid \$100 (from donation)

### Marching Units/Music/Horses/Attractions

- *Rocha/Los Charros Riders* *No fee – paid for food @ \$700*
- *F&M Clydesdales* *\$1,500 – for horse & carriage*
- *Isa Balloons: Beginning (Council and Citizens) Announcers booths* \$2,395
- *Other ideas?? Metrosteppers ?*
- *Military units/bands?*

---

### Mailing/Promotion Schedule for 2024 (proposed)

- ASAP: Post card mailing: *Save the Date* and theme announcement. Add to City Facebook, website
- April/May: One mailing sent to high school and other bands.
- June: First mailing sent to past parade participants and a few others on the mailing list.  
Entry link placed on City Website (includes link to form and Parade Map)
- July: Second post card sent to remind past participants of entry deadline.
- August: Entry placement mailing/WHBF promo/ Press Release
- **Entry staging mailing - EMAIL if possible**
- Social Media/Local Media/ Press Releases