



## Labor Day Parade Advisory Board Minutes of Special Meeting February 25, 2019

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**Board Members present:** Art Milton, Edna Sowards, Bill Sowards, Grace Shirk, Patricia Vincent, Kaye Whitley, and Mary Chappell

**Board Members absent:** Samme Montgomery

**City Staff present:** Linda Mohr

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The second Special Meeting to plan the 35<sup>th</sup> annual Rock Island Labor Day parade started at 12:05 p.m.

### **I. Introductions**

Following a few introductions, board members discussed the need to gain new members. Contact will be made with interested parade volunteers to see if they would like to serve on the board.

### **2. Additions to the Agenda**

M. Chappell explained that this meeting would be considered a special meeting as official meeting dates for Advisory Board meetings had not been published in advance. Added to the agenda under item #6 was a review of calendar dates to establish a meeting schedule. A motion was made by K. Whitley and seconded by G. Shirk to approve the addition to the agenda.

### **3. Approval of Meeting Summary**

A motion was made by B. Sowards and seconded by K. Whitley to approve the minutes of the November 5, 2018, Special Meeting. The motion carried.

### **4. Treasurer's Report**

The budget for the 2019 event was discussed. It was determined that if the Western Illinois band had participated in 2018, the remaining balance of \$6,798.00 left from the 2018 event would have been trimmed to approximately \$1,798. Moving forward members will need to watch expenses especially when considering any special items to celebrate the 35<sup>th</sup> parade. A motion was made by K. Whitley and seconded by E. Sowards to approve the report as presented. The motion carried.

### **5. Discussion of the 2019 Parade - #35**

M. Chappell reported that she received confirmation from the city engineer that there would be no road construction along the parade route this year. Members discussed the parade theme and the promotion of the event. In an effort to broadcast the parade theme, additional mailings were discussed. A save the date post card mailing will be added and sent in mid-March to promote the theme for the parade. In addition to the April mailing to bands in the region, the mailing to past participants will also be sent in April. A follow-up past card will be sent in late July to remind participants of the parade entry deadline.

Also considered was a change in the parade entry fee, currently at \$5 for Families or Individuals and \$10 for a Business or Organization. A motion was made by A. Milton and seconded by G. Shirk to increase the Rock Island Labor Day parade entry fee to \$10 for **all participants**. The motion passed with no objections.

*Over, please*

G. Shirk discussed possible changes to the parade awards. To encourage participation from various categories and to gain a better response from judges, she suggested altering the various categories. A motion was made by G. Shirk and seconded by P. Vincent, to change the parade award categories to the following:

- Mayor's Cup
- Council's Choice (one award)
- Advisory Board Choice – best theme related entry
- Citizen's Choice (one award)
- Best Category Awards: Best float, best business entry, best church entry, and best school entry

The motion passed with no objections. Items tabled for future discussion were new shirts, a parade favor, and changes to the parade's logo or visual branding elements.

#### **6. Misc. Items of Concern/Comments**

Members reviewed a calendar of dates to determine a schedule for future meetings. Dates were set as follows: March 18, April 15, May 20, June 17, July 8 and 22, August 5,12,19,24, and 26.

#### **7. Public Comments**

No one from the public was present.

#### **8. Adjournment**

With nothing further to discuss a motion was made by A. Milton and seconded by K. Whitley to adjourn. Motions passed with no objections. Meeting ended at 1:13 p.m.

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Respectfully submitted by Mary Chappell