

Ashland Fourth of July Committee

Minutes for meeting Wednesday, May 25th 2022 @ 6:30 in Person at the Ashland Booster Club

In attendance: Kendall Hughes, David Ruell, Deb Perdue, Charlie Bozzello, Tim Alexander, Tricia Farris, Ernie Madden, Caroline Goss, Aaron Stout

6:33—Call to order

Minutes – minutes were reviewed, Tim made a motion to accept the minutes, 2nd by Charlie – all in favor.

Treasury Report- Katrina prepared the treasury report in advance, and Deb went over the report. We are starting to get deposits from advertisers and food truck vendors. We also had a reimbursement for items purchased. The total expenses so are \$17,125.42. The current balance is \$22,227.72

National Anthem Singer – Aaron Stout came to the meeting and introduced himself. He is who Ernie suggested as the national anthem singer.

Movie in the Park – Last fall we briefly discussed having a movie in the park during 4th of July, Kendall checked with AARA and they are willing to let us use their entire setup – screen, projector, sound. They told us the movie rights come from Swank – we looked into the most recommended 4th of July movies – their suggestions were: Tom & Jerry, Sandlot, American Tale, and Captain America, We also checked ratings of top 4th of July movies – Captain America, American Tale, Miracle, National Treasure – there was a brief discussion about this, the cost for this is \$435 – Deb will look for sponsors since it is not something that we budgeted for. The board also briefly discussed having a concession stand set up during the movie as well – popcorn, soda, ice cream sandwiches, David made a motion to have a movie in the park, 2nd by Caroline all in favor. Caroline made a motion for the movie to be Captain America, 2nd by Tim all in favor.

Advertising and Sales –

Sales are going well, the brochure book sales are significantly down, we have more businesses that are choosing to do a flagpole banner then a brochure this year.

Currently the backstop is sold out, the back page of the brochure has been bought, and the t-shirt sleeves are full. The budget for the ad book is \$4500 we are at \$3125, the budget for banners is \$7000 we are at \$7290, the t-shirt budget is 1500 we are at \$1440, the flagpole banners we did not budget for but we are at \$2755 and the expense to have these made is \$1330. We have \$950 in multiple deductions; our total advertising goal is \$13000 we are currently at \$12330. We will likely get a few more banners, 5k shirt sponsors, and flagpole banners.

Brochure - Articles for the Grand Marshal and Mary Ruell Award Recipients were gone over and grammar changes were made to them. A draft copy of the brochure was presented, and changes were made to that article as well. There was a discussion about how many brochures to have printed. 5000 brochures is \$889 and 2500 brochures is \$578. We typically end up with brochures left over. This was discussed and it was decided to order 2500 brochures this year.

Telephone Pole Banners – Deb had sent the list of all who signed up already to JD Designs and she has made the banners, a sample banner was shown. They will be going up tomorrow. Kendall and Charlie are going to help with putting them up. We left space to put 4th of July info on the banners, it was discussed and decided that we would not do that this year since we did not budget for this. There are several brackets that need repair or need to be put on the new telephone poles in town. Currently we have a few spots left, the board decided not to order new brackets but just to use what we have.

5K Race – Currently we have 32 runners signed up. Deb is working on a flyer to pass out that will advertise the race, this will get sent to the condo associations on North Ashland Rd. and posted around town to get signups. The photographer will not be charging us for any pictures – we will add his name to the brochure as well.

Touch a truck – Tim has collected a good spread of vehicles. Jeremy confirmed he would be there with 1-2 vehicles, Ashland Electric has said that they are not interested, he will reach out to Fred to see about getting any town vehicles.

Field – we currently have 14 food trucks – one backed out this week because of an upcoming surgery. So we are looking for 1 more truck. The bands are all set, Chris White is going to test his sound for best placement. Deb will reach out to Vertical Entertainment to get prices for the rides. Aaron suggested they may be willing to do a coupon for a free bounce in the brochure which would encourage more people to get brochures. Deb will check with him on this. Popups – the number we will need will be dependent on the weather – Caroline, Kendall, Deb, Tricia all have some that can be used.

Pancake Breakfast – Kendall spoke with Fran, she is still planning on coordinating this, he told her they have a new manager who has not done this before so she will reach out. At our August meeting last year, it was discussed that we wanted a sign that says 100% of all funds collected goes to the Ashland 4th of July Committee – Deb will order that sign from JD Designs.

Parade - We have not heard from 1 of the bands yet this year which is not abnormal, but Kendall will reach out to make sure they are still good. MVSb will be doing a float to carry American Legion members. We are looking for a Color Guard as the Ashland American Legion does not have enough walking members to do it & The National Guard cannot perform in our parade this year. Kendall will check with the Civil Air Patrol and has reached out to other Legions. The Sons of the American Revolution can do it if no one else.

Parking – the new post office owner has given us permission to use their parking lot. Ernie will coordinate parking and get volunteers from church members. Tim will check with Horsh to see if we could use their lot for extra handicapped parking.

Volunteer Meeting – The volunteer meeting will be held on 6/14 at 6:30 at the booster club. We will have a regular meeting after that. Deb will update the signs that we have used for the volunteer meeting and get them out so that people know about our meeting. We will also have a meeting on 6/22 at 6:30.

8:09 David made a motion to adjourn, 2nd by Charlie all in favor.