

Sykesville Parks & Events
October 15, 2007

Call to order/ attendance All here including Charles Schelle Gazette
Susan Dolan, Chris Sevick, Ivy Wells, Billy Shifflett, Jennifer Kelly, Frank Robert

Family Fun Day

1st Presenter Mary Harris; presented her background in event planning and the experiences she had had in running two prior Family Fun Day events for the town.

She described the events as being very positive for the town and captures the essence of small town family life. She addressed what she thought works for the town with regards to sponsorship from local businesses and volunteers and where those areas can be improved to make an even better event. Mary stated that in the past over 1500 people attended Family Fun Day. Mary assured The Committee that it could be run financially efficient. The Committee agreed that it was a good trial and wanted to make sure that Mary understood the financial issues surrounding the town budgets.

Mary encouraged the Committee to continue to sell food and beverages at the snack shack versus bringing in an outside vendor to sell food. She also suggested a theme be selected for the event; this makes writing letters to sponsors more interesting and gets more buy in. New companies and entertainers need to be contacted, such as Kangaroo Kid (the jump rope group). Also other free entertainment may be out there, such as the Nature Center at Piney Run Park. Moving the date away from the 4th of July weekend was recommended. It was suggested we look into either June 21st or June 28, depending on End of school year and HIGH SCHOOL Graduations.

After a lengthy discussion the Committee thanked Mary for her presentation. The committee agreed to present to Ms. Harris a revised contract to run Family Fun Day with the stipulation that she would agree to raise at least 50% or \$3,000 thru corporate and other donations while putting on the event. With the goal of breaking even or close to it and to work with Chris Sevick as far as which corporations and businesses, and individuals were contributing to the event. The Committee wanted to ensure that local sponsors were not overlapped for multiple events.

Billy Shifflett's suggested the Committee explore opportunities to raise additional monies For parks & Events thru raffles, bricks and Jennifer Kelly chimed in with a Sykesville Idol Contest as a way to raise monies. These types of events can produce money for future Parks and Events and take pressure off single events to raise or break even monetarily.

There was some additional discussion about advertising the event (any event) and the committee is to ask Matt Candland about the banner site for Fall Festival at the site of the new entrance to the town. , Billy Shifflet suggested the committee examine the sign at Piney Run. It is an interchangeable sign and would work nicely in the topography of Cooper Park. Additional discussion regarding signage will be discussed at a future meeting.

Little SYKES Railroad

Update. Mr. Doxen was unable to attend the meeting due to minor surgery (is recovering just fine!) He stated via a phone conversation with Susan Dolan that he would be staying on as the primarily lead for Little Sykes for another year or until he can handpick someone who shares his enthusiasm for the train and love of children. He stated that Little Sykes is a lot of work; he has 5 adult volunteers plus student volunteers are lined up. The train is typically maintained by Richard and he calls on a machinist as needed. He will attend a future meeting and share more about the work and success he has had with the train.

In other discussion about the site of Little Sykes, it was suggested that the location is also a prefect venue for a sign advertising events in the town.

Sponsorship

Chris Sivick asked the Committee is develop a list of all the large and small projects or materials they would like to have sponsorship for; the following list was developed:

Park Benches

Food for the Concessions

Golf outing,

Movie Night (the whole event or the equipment)

Additional sponsor for Concerts in the Park (Gazette presently sponsors but Ivy Wells stated that larger bands can be brought in with additional sponsorship and would yield larger crowds for the town and more business for the concessions)

Homecoming Concerts feedback

Jennifer Kelly stated that this event had a \$109 profit in concessions. Hot dogs and Buns were donated by Beck's. Glow Necklaces were also donated by Long and Foster-Realty. All of the feedback to date has been very positive.

Frank agreed To Send to Jennifer Kelly the Golf Thank you letter.... So that she could utilize in making a tablet for thank you letters for events.

Halloween Costume Contest

Susan Dolan suggested that we the event down to a true hometown event... "Mayberry at its best... Keep it small and local" The budget for this is small; our local businesses have just completed Fall Festival and are gearing up for the Christmas event. They can only offer so much in sponsorship and donations. It was agreed that the event will be advertised through the papers versus sending a mailing or distributing flyers at the Piney Ridge Elementary. Judges to date include Debby Ellis (town counsel). Susan has asked the Gazette if Charles can also serve as a judge. Brian Beck from Assist to Sell (who is sponsoring the event,) will also be asked to Judge.

ASCAP payment

After a brief discussion as to what the AASCAP is the committee has agreed to pay the dues associated with having bands play within town limits.

Christmas Event

Susan Dolan to meet with Sykesville Business Association regarding the planning for the event.

The Committee agreed that outside of this event, it would select and award homes that decorate for the holidays – categories of awards to be determined.

Other

The November meeting was changed to November 26th at 6pm.

Jennifer Kelly suggested that the Committee consider attending the WWII dance event to show support and help the Gatehouse. .

Charles suggested that anytime the committee has an event to post in the newspaper consider going to: gazette. Net. It is a new system and easy to use and will get the word out for an upcoming event.