



Labor Day Parade Advisory Board First Official Meeting March 18, 2019

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

Board Members absent: Kaye Whitley and Samme Montgomery

City Staff present:

Guests Present: Vicki Hess and Cathy Garrison

The first official meeting to plan the 35th annual Rock Island Labor Day parade started at 12:15 p.m.

I. Introductions

Members welcomed visitors Vicki Hess and Cathy Garrison to the meeting. V. Hess is in the process of joining the advisory board and C. Garrison expressed interest in doing the same.

2. Additions to the Agenda

M. Chappell explained that this meeting would be considered the first official meeting for the event. No additions were made to the agenda.

3. Approval of Meeting Summary

A motion was made by B. Sowards and seconded by P. Vincent to approve the minutes of the February 25, 2019, Special Meeting. The motion carried.

4. Treasurer's Report

No formal report was presented.

5. Discussion of the 2019 Parade - #35

Members discussed the theme for the parade and reviewed the mailing schedule finalized at the February meeting. Also discussed were entries or attraction to secure for the parade. M. Chappell contacted the branch manager of Wells Fargo Bank regarding the possibility of the Stage Coach being in the parade. Branch manager would look into this idea and report back. With the loss of the New Windsor Drill Team, M. Chappell also contacted another horse drill team to lead off the parade. This group charged \$600 per parade. E. Sowards was going to check on the Oscar Meyer Weiner mobile. Among other suggestions, was to check on the Budweiser Clydesdales, the Kabba Shrine small cars and the Parrot Head Club.

Musical groups were also discussed. Members agreed that there was a need to follow-up with WIU band to determine their interest. The invitation mailing to bands will be sent in mid-April. G. Shirk was going to contact the Crooked Cactus band (f/k/a Los Macambos) to gauge their interest.

Members reviewed several options for parade favors including a plastic cup, sponge balls or Frisbees. Costs were to be gathered for further review. New parade shirts were also discussed. Members selected a collared polo style shirt in a blue color. As in the past, the words parade director would be placed on the back with the logo placed on the front. Information on costs would be gathered for review at future meeting.

Next item on the agenda was the discussion of parade branding. Members felt that the event should move away from using an old fashioned clown or balloons and instead turn toward a more military, red, white and blue theme. Following considerable discussion, the decision was made to create a contest for high school art students at Alleman and Rock Island High School to develop a new logo and poster for the parade. Both items would be developed around the basic parade theme of "Celebrate Rock Island." A motion was made by G. Shirk and seconded by B. Sowards to offer a \$25 gift card for the first place winner, \$10 for second place and \$5 for third place. The motion passed with no objections. The new visual ideas/branding elements would be used for at least five years.

6. Misc. Items of Concern/Comments

No discussion

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 P. Vincent to adjourn. Motions passed with no objections. Meeting ended at 1:15 p.m.

Respectfully submitted by Mary Chappell