



FARMINGTON BICENTENNIAL TASK FORCE

August 27, 2024
7 PM – Farmington City Hall

Committee members present: Jill Keller, Pam Green, Chris Halas, Sean Murphy, Maria T, Maria S-G, Melissa Andrade

Committee members absent: Agnes Scryzki

Others present: Carl Johnson

Sean called the meeting to order at 7:10pm.

A/ BICENTENNIAL GALA REVIEW

An all-around success! Thanks to our partners KickstART Gallery, Farmington/Farmington Hills Education Foundation, all the volunteers from each group, and Chris Greig for chairing. It was a huge lift. From Bicentennial group, thanks to Maria T and Carl for running publicity and more. Committee to send Chris Greig gift basket: \$100 – Dolcetto or local. Maria T check w Chris if we need to do thank-yous (sponsors, volunteer committee, special guests).

B/ CARES FAMILY DAY/DUCK RACE/BICENTENNIAL MOVIE NIGHT REVIEW

Duck race: Our people were the ones doing fun things!

Movie night: Great use of Mansion, attendees wanted to see this become a recurring event. 100+ attendees. Oakland County Parks was awesome partner. Food trucks awesome – they said the defining factor for them coming was City waiving the fees. Both of these were great family programming. Pam will send thank-you notes to Cares.

C/ BRANDING/PROMOTIONS/MERCH SALES UPDATES

1. Merch discussion

- a. New order: 5-6 people on waitlist for XL+ sizes.
- b. Last 2 merch booths: Ladies Night, Holly Days: Old merch, QR for hoodies
- c. Online sales: Underground Printing; setup fee \$250, \$50/SKU.
- d. Merchant – KickstART? Maria T follow up again w Dwayne

Committee decided to order the XL+ tees requested, then set up online store for hoodies. Carl will create some designs.

2. A-Frames: Melissa putting out A-frames next week: Starbucks, Fresh Thyme, Riley Park, Dearborn Music.

D/ PUBLIC ENGAGEMENT

1. Updates – Bicentennial landing page, etc

Melissa will post list of past events plus sponsors. Maria T send updated version
Water bill: Melissa send Maria T deadline for copy/back page (include sponsors)

E/ TIMELINE MURAL PROJECT

1. Updates on approvals: Instead of going before ZBA, Jeff Bowdell from Building Department said to submit building permit and letter from Glen Una. We have run

into issues getting property owner signoff for electrical work, which may delay the permanent installation of overhead string lights. Nevertheless, they must be installed in some fashion by Sept 25, as they have been promised for our unveiling ceremony with SOCMA mayors/city managers and County Commissioners. Mayor LaRussa is showcasing the Bicentennial as part of the event, and this is a major component.

Kate checked with property owners today at 2:30; awaiting report.

As backup: Chris will call about professional lighting package including Edison lights. Maria T and Sean volunteered to do a temporary installation themselves.

2. Unveiling reception: Sept 25, 5:45pm arrival, 6-6:30 ceremony.
 - a. Food, drinks, plates, napkins, tables, decorations: Fresh Thyme/6 cases of water, Perfect Pairing/charcuterie board, Chocolate Chipped Bakery, Busch's offered but we dropped them due to conflict of interest with Fresh Thyme. Pam asking Dolcetto to donate, Sean asking Kitchen Creations. Melissa asking Brad about mini donuts (we will pay Brad if needed). Will need to put sponsor names on A-frame (give Melissa 1 week) "Food Sponsors" Maria T ask Chris/Diane if we can borrow the high tops (6-8) and tablecloths. Food tables (2) from farmers market closet. Décor: 2 mums from Fresh Thyme, Maria S-G to buy. Invites: Warnerettes, wax museum kids, Maria S-G will talk to barbershop (5:30-6), Maria T invite Warnerettes and Abe Lincoln.
 - b. Promo: Melissa will create flier and version of poster for A-frame. Maria T will write text for FB event, Melissa to post. Maria T will do invites, work with DDA, write water bill text.

Other notes:

- Hand out light show fliers at event
- Melissa to do event permit, get trash cans
- Maria T and Commissioner William Miller will speak.

Maria T will send our bills over to Oakland County for reimbursement:
\$4,200 panels, \$2,000 design, \$3,800 our section of lights/bill from DDA

F/ BICENTENNIAL LIGHT SHOW

1. Sponsor funds status: \$14,500 committed.
2. Ratify budget expenditure to meet gap funding: \$5,500. Moved by Maria T, all ayes
3. Promo: FB event, media release, flyers, DDA email, water bill. Maria T to write copy for FB event, water bill, contact DDA with request for media release/promo email/FB. Melissa to post FB event. Carl to create flier (send him all logos). Sean to write letter to sponsors: asking for logos, sharing run of show.

NOTE: PUT SPONSORS ON FLIERS/POSTS/PRESS ETC AS OUTLINED BELOW

- a. Sponsors: ensure we're delivering on our promises:
 - i. \$5k – **Bosch and DTE**: Brand appears on all event communications, social media posts, and media releases as a "Shining Star" sponsor. Intro at event [Joe?], Logo/branding projected on building before and after show. Access to venue for display/canopy/table booth

- ii. \$2.5k – **Dinan**: Brand appears on major event communications, and at least two social media posts, including media releases. Access to event for display/canopy/table booth. Logo displayed at end of show.
- iii. \$1.5k – **MIND**: Brand appears on major event communications, and at least two social media posts, including media releases. Logo displayed at end of show.
- iv. \$500 – **Gotcha Covered**: Brand appears on major event communications, and at least one social media post. Logo displayed at the end of the light show.

4. Farmington Road shutdown update

Farmington Road needs to be shut down Fri Sept 27, 5-11pm, to facilitate light show.

Melissa will do permit tomorrow.

Maria S-G will talk to Heights and Pecora: inform of event and invite participation.

Other light show notes:

- Use same speaker system as we used for movie
- Postcard table outside for people to fill out while waiting (not staffed)
- Sell popcorn from Civic (Melissa to contact Scott)
- GLP has been very amenable to the event and will ensure lights are off, blinds down, etc.

G/ BUDGET OVERVIEW AND FINAL SPENDING PLAN

Budget recap:

FY 2023-24: \$28,599

FY 2024-25: \$4,876

Total spent: \$33,475

Total remaining (\$49,000-33,475): \$15,525

Subtract Gabe expenses (\$5,500), window papering (up to \$1,000): **\$9,000** left

Budget for remaining \$9,000:

Posters: \$200

T-shirt order (XL+): \$200

Timeline unveiling snacks: \$300

Chris Halas/video music: \$200

Final video/timeline unveiling: \$1,500

Time capsule: \$1,000

Sweatshirt online store setup: \$300

Carl invoices: \$350

Wax museum thank-you gifts: \$195

Remaining: **\$4,755**

Committee agreed that balance of \$4,000 (keeping a buffer) can be put toward mural lighting.

H/ OTHER BUSINESS

Maria T invited all committee members to City Holiday Party (with plus-one for each).

Suggested we do a wrap-up presentation to City Council at end of year.

Sean adjourned the meeting at 9:23pm.