



FARMINGTON BICENTENNIAL TASK FORCE

August 27, 2024
7 PM – Farmington City Hall

A/ BICENTENNIAL GALA REVIEW

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

C/ BRANDING/PROMOTIONS/MERCH SALES UPDATES

1. Merch discussion
 - a. New order
 - b. Sales @ light show
 - c. Online sales
 - d. Ads
 - e. Merchant – KickstART?

2. A-Frames

D/ PUBLIC ENGAGEMENT

1. Updates – Bicentennial landing page, etc

E/ TIMELINE MURAL PROJECT

1. Updates on approvals
2. Unveiling reception
 - a. Food, drinks, plates, napkins, tables, decorations
 - b. Promo: FB event, flyers, invite commissioners (all to event, some to SOCMA dinner), DDA email, water bill?

F/ BICENTENNIAL LIGHT SHOW

1. Sponsor funds status
2. Ratify budget expenditure to meet gap funding
3. Promo: FB event, media release, flyers, DDA email, water bill?
 - 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. List of things for GLP to do
 - 5. Farmington Road shutdown update

G/ BUDGET OVERVIEW AND FINAL SPENDING PLAN