



## **CITY OF MILLERSBURG EVENTS PLANNING COMMITTEE MEETING AGENDA**

July 25, 2023 @ 5:30 pm  
City Hall

- A. CALL TO ORDER
- B. ROLL CALL
- C. APPROVAL of June 20, 2023, MINUTES
- D. UNFINISHED BUSINESS
  - 1) Door Hangers
  - 2) Future Events
- E. NEW BUSINESS
  - 1) Inventory of supplies
- F. ADJOURNMENT



## CITY OF MILLERSBURG EVENTS PLANNING COMMITTEE MINUTES

4222 Old Salem Rd NE- Conference Room

June 20, 2022 @ 5:30 pm

### A. CALL TO ORDER

Co- Chair Liz Hernandez called the meeting to order at 5:31 p.m.

### B. ROLL CALL

**Council & Staff:** Mayor Scott Cowan, Councilor Mark Raum, and Mike Hickam

**Members present:** Dianne Hargrove, Liz Hernandez, Anne Hilman, Michele Hickam, and Kathie Strathern

**Members Absent:** Amanda Garcia

### C. APPROVAL OF MAY 23, 2023, MINUTES

**ACTION: Motion to Approve the May 18, 2023, minutes as written, made by Dianne; seconded by Kathie:**

**Motion Passed: 8/0**

### D. NEW BUSINESS

- a. Housing Demographics – Liz Hernandez; Learning the community age demographics we serve. 25% of households have children. Ensure we consider a variety of events that have activities/items to cater to all age groups.
- b. Liz invited newest members Dick and Kim Purdue to share
- c. Farmers Market – Members are hearing desire from the community for a Farmers Market. Discussed this could possibly be an event organized by this committee. Likely a bit late for this year, but something to consider going forward (maybe once or twice a month). Scott confirmed the city did not charge the Farmers Market vendors.

### E. UNFINISHED BUSINESS

- a. Door hanger (2023 Celebration cancellation) – Dianne brought draft for feedback, will include [events@cityofmillersburg.org](mailto:events@cityofmillersburg.org) for interested parties to reach out (interested individuals would need to apply to be members). Dianne will work with Sheena and Scott to get the hangers approved/printed. Later discussed adding the committee needs on the back side.
- b. Guest Presenter – Jenny Wolfenbarger – here to share prior experiences, willing to share prior committee event files/documentation. Touched on questions from current committee members:

- i. What were the major obstacles prior years – not having enough people and/or experiences.
- ii. Tell us about some of the prior events?
  - 1. Christmas Parade – started in 2020 because Millersburg Celebration was cancelled due to COVID. It's fun, lower effort required from committee (because participants create their floats), rather quick to put together. Does require coordination with local agencies (plot the route, close roads, etc.)
  - 2. Outdoor lighting contest – creating route challenging, award winners got yard sign after with prize (was added to Christmas parade in 2021).
  - 3. Millersburg Celebration – Planning does not end. Plan before, during and after (what worked/didn't work from community and sponsors). Stay in communication with sponsors (why are they sponsoring, what do they want, based on levels). Build community relationships. Added the car show, the celebration was a HIT!
- iii. Jenny joined OFEA (Oregon Festival and Events Association), which provided resources for event planning, safety, action plans, etc. Great experience.
- iv. For promotions, used Xtreme GrafX – they gave some advice to help promote events.
- v. Communications/Surveys to Community: Getting the word out is key! Social Media (Facebook, Instagram), Sent flyers in water bill, used the Millersburg reader board, had a website. Partnered with local businesses (prior committee partnered with Noreen at N'Reeners (she created door hangers with coupons to promote her business but put our announcement on the back, she hired folks to put on doors).
- vi. Liz inquired about tax forms if sponsorships, no additional work needed. No forms to provide sponsors. They can reach out to City of Millersburg.
- vii. Jenny to share access to social media accounts and webpage. The committee had a mission statement adopted by City Council, she recommends we create one or use prior to ensure the mission is followed.

## **F. DISCUSSIONS**

- a. Scott reiterated the communication is key. Not only to get the word out to the community about the events but among the committee members. There was confusion about today's start time and members getting the agenda/minutes (maybe marked as Spam?). Ann inquired if committee members can have each other's contacts, all present agreed that our contact info can be shared.

## **G. ACTION ITEMS**

- a. Mark – get prior committee's mission statement to the current committee
- b. Scott – provide Jenny's contact info (email / phone)
- c. Scott – provide insurance contact to Liz for future use
- d. Scott – have committee contact info shared
- e. Dianne – work with Sheena for door hanger (for approval by council)
- f. Dick - will inquire with boy scouts about distributing door hangers

**H. Next Meeting** - Tuesday, July 25, 5:30 PM

- Ann will be out of town, Liz to check with Sheena to see if she can take minutes.
- Members come prepared to commit to an event

**I. ADJOURNMENT**

**ACTION: Motion to adjourned, made by Dick; seconded by Dianne;**

Kathie adjourned the meeting at 7:01 PM

Respectfully submitted:

Reviewed by:

Ann Hillman

Co-Chairs Liz Hernandez & Kathie Strathern