

**MINUTES OF THE CITY OF ST. CLAIR SHORES
MEMORIAL DAY PARADE COMMITTEE
APRIL 5, 2023**

PRESENT: David Ellis, Chairperson
Kyle Nicholson, Vice-Chairperson
Linda Bertges
Catherine Destefano
Maria Galla
Pam Mason
Rehne Myers
Robert Muha
Jenna Franklin
Robert Calhoun
Councilman David Rubello

ALSO PRESENT: Mayor Walby
Bob Mason
Rick Bertges
Jamie Victory
Brian Owens
Alyssa Ochss
Adrian Calhoun
Steven Keith, Recording Secretary

1. OPENING

The meeting was called to order at 7:00 p.m. and the Pledge of Allegiance was recited by those in attendance.

2. ROLL CALL, INTRODUCTION OF ANY NEW MEMBERS OR GUESTS, EXCUSALS

Roll call was taken and a quorum was present.

3. REVIEW AND APPROVAL OF MINUTES FROM THE MARCH 1, 2023, MEETING

Motion by Mr. Ellis, seconded by Ms. Mason to approve the minutes from the March 1, 2023, meeting as presented.

AYES: All

NAYS: None

4. PUBLICITY UPDATES & NEW PARADE COMMUNICATIONS CHIEF

Jenna Franklin is the new Parade Communications Chief. The parade received a headline article in the St. Clair Shores Sentinel and the cover story in Shores magazine. Groups have reached out to Mr. Ellis and Mr. Nicholson to join the parade based on the exposure the parade received from those publications.

Ms. Galla said she has volunteer sheets to hand out to the committee members.

5. FINANCE REPORT, REVIEW OF INVOICES, T-SHIRT ORDER

Mr. Ellis said they are having an issue buying things for the parade from the money that they raised because they are told they need multiple bids.

Mayor Walby said this is a city committee so they must operate under the purchasing policy of the City.

Item 5 Continued

Ms. Mason said the Chandler Park Academy Band is asking for \$1,000.

Mayor Walby said that is under the definition of a professional service which means there are different requirements versus purchasing commodities. Mayor Walby said Ms. Mason can send him an email if she continues to have issues with purchasing.

Mr. Ellis wants to have a discussion later before hiring a school band for \$1,000.

Ms. Mason asked if we wanted to start paying upfront or do a 50/50 split.

Mr. Ellis said it depends on what each contract stipulates but we should try to pay them after the parade unless they require a deposit.

Ms. Mason said she has what she needed for the t-shirt order.

Mr. Rubello asked if there is a deposit required for the flyover.

Mr. Ellis said there is a deposit required and he will look into the City's insurance for the flyover, which is also required.

6. PURCHASE OF THE NEW BANNER FOR THE 70TH ANNIVERSARY & HATS WITH THE NEW LOGO

Ms. Mason passed around a picture of the banner that she wants to purchase.

Ms. Mason passed around a picture of the hats for the parade.

Mr. Ellis asked if the hats have a mesh or solid back.

Ms. Mason answered that they have solid backs.

Mr. Rubello asked if we have the poles for the banner.

Mr. Ellis said the poles should be in the basement at Blossom Heath.

Ms. Mason said the hats cost \$15 each.

Mr. Ellis suggested selling the hats for around \$20 each.

Mr. Ellis asked how long it will take to get the hats after they are ordered.

Ms. Mason said we should receive the hats within 2 weeks of ordering them.

Mr. Ellis suggested buying 50 hats to start and see how well they sell at the spaghetti dinner.

Mr. Rubello asked how the bills on the hats are curved.

Ms. Mason said the bills are rounded.

Motion by Ms. Myers, seconded by Ms. Bertges to purchase the banner for \$140.

Motion by Ms. Bertges, seconded by Ms. Myers to purchase 50 hats for \$15 each.

AYES: All
NAYS: None

7. APRIL 27TH FUNDRAISER DINNER

a. Ticket Distribution for Sales

Ms. Bertges said people are contacting her to purchase tickets, but she does not have a way to accept credit card payments.

Mayor Walby clarified that it is up to \$5,000 for one bid in the ordinance. He said we are behind the times when it comes to accepting credit card payments but we should work on this in the summertime so we can accept credit card payments next year.

Ms. Bertges said tickets can be purchased at MyDeal Graphics, North Shores Nutrition, and MG Salon and Spa.

Mr. Ellis said tickets can be purchased at the VFW as well. Tickets will be handed out to the committee members to sell after the meeting. Committee members will need to keep track of how many tickets you sell but not what type of tickets you sell.

b. Publicity

Ms. Bertges said Mr. Bertges and herself have two dedicated days next week to visit businesses to promote the parade.

Ms. Bertges said the fundraiser dinner is ready to go and they are excited to have us.

c. Other Dinner Events

Ms. Bertges said they will do 50/50 raffles again this year and the tickets will be sold at the back, so people walk past the merchandise tables on their way to buy tickets. She wants to add a table for "Will Call" tickets so there is a shorter line for people who pre-purchased tickets. Ms. Bertges said the \$100 boards have not been filling up as fast as last year because she has been busy, but she hopes to fill 3 boards in those 2 dedicated days next week.

Mr. Ellis said he wants to lock in how many people will be needed at each station next meeting.

Ms. Bertges wants a few volunteers to help at each table to free up committee members during the spaghetti dinner.

Mr. Ellis said the volunteers will work side by side with a committee member at each station.

Ms. Bertges said she will be setting up around 1:00 p.m.

Ms. Mason said she will help make centerpieces.

Mr. Ellis asked the members to consider getting there early as well to help decorate.

Ms. Galla said she can be there to help by 2:00 p.m. and Ms. Franklin said she can be there to help anytime.

Mr. Rubello asked how people can donate.

Ms. Bertges said people can drop off donations in City Hall at the cashier's window and write the check to the City of St. Clair Shores and write St. Clair Shores Parade in the memo line. She said the promotion of the \$100 board has been on the SCS residents' Facebook page, St. Clair Shores Sentinel newspaper, and Shores magazine. Ms. Bertges wants an official St. Clair Shores letterhead for the \$100 club, so businesses know it is legitimate when we are asking people for donations. The donations cannot be used as a tax write-off because we are not a non-profit.

Mr. Nicholson said the tickets have been sold by City Hall and Parks and Rec in the past.

Ms. Mason said people at City Hall told her that they had never sold tickets there.

Mr. Victory said he has a microphone to introduce people at the spaghetti dinner.

8. UPDATE ON PARADE COMMITTEE MAILBOX & SPREADSHEET

Mr. Nicholson said he has received about 80 applications so far.

9. NOMINEES FOR PARADE GRAND MARSHAL & SCS VETERAN OF THE YEAR, VIP STAGING AREA AT FISHBONES

Mr. Robert Haffner, a US Army World War II combat veteran, was nominated for Grand Marshal.

Chief Warrant Officer Three, Ava Rodriguez, US Army Retired, served 1981-2001 was nominated for Veteran of the Year.

Mr. Ellis said he has coordinated with Fishbones to have the VIP staging area.

Motion by Ms. Mason, seconded by Mr. Nicholson to approve Mr. Robert Haffner for Grand Marshal.

Motion by Ms. Bertges, seconded by Ms. Myers to approve Ms. Ava Rodriguez for Veteran of the Year.

AYES: All

NAYS: None

10. UPDATES ON RECRUITING OUTREACH, VIP PARTICIPATION & FLOAT RECRUITMENT

Mr. Rubello said he has been reaching out to schools and businesses to get floats for the parade.

Ms. Mason said we should try to get businesses in the parade that are outside of the parade route.

11. UPDATE ON VOLUNTEER RECRUITING & PARADE VOLUNTEER TRACKING & TRAINING

Ms. Galla said she has one volunteer that is good at organizing and a few other volunteers in mind, but she is not going to reach out to them until after Easter. She wants to send all the volunteers thank you cards after the parade.

Mr. Ellis said we are doing the volunteer training on two nights and volunteers need to come to at least one of the training nights.

Ms. Galla said she will need the T-shirt size of the volunteers.

Mr. Ellis said the volunteers are invited to the after-party at the VFW after the parade.

Mr. Rubello asked if we could give volunteers assignments to help with the parade.

Ms. Galla said she asks people if they can walk or stand in the sun, and what they are good at.

Mr. Ellis said we will need help on Saturday getting items out of storage, decorating the grandstand, and setting up at the location. Sunday we will have volunteers setting up, and directing traffic, marshals to help enforce safety as well as keep the proper gaps in the parade, and volunteers to help take things down and put them back into storage.

Mr. Rubello said GFL will put out garbage containers along the parade route and they will pick up those containers after the parade. In exchange, they want a GFL truck in the parade.

Mr. Ellis said he wants to put safety measures and warnings into the parade instructions for the participants to follow.

12. 2023 PARADE TROPHY DESIGN RECOMMENDATIONS

Ms. Myers passed around a picture of a new acrylic trophy that comes on a stand and lights up in different colors. The trophies cost \$60 each.

Ms. Mason asked if the trophies can be made in advance.

Mr. Myers said the trophies can read what the award is, and the winner's name will be added after.

Mr. Ellis said the goal is to have the trophies ready for the winners to be presented at the next City Council meeting after the parade.

Item 12 Continued

Ms. Myers said the guy who makes the trophies is a local veteran.

Ms. Mason asked if there are different color options for the base.

Ms. Myers said she believes there are color options, but she will need to confirm that.

Motion by Ms. Myers, seconded by Ms. Bertges to adopt the presented new trophies for \$60 each for a total of \$480.

AYES: All

NAYS: None

13. REVIEW THE WHITE BOARD ISSUES LIST

Mr. Ellis said we can stage VIP vehicles in the parking lot behind Fishbones and we can stage the horses in the field behind the Fishbones parking lot.

Ms. Bertges said we need to make sure people who are playing music are not lined up next to each other.

Mr. Ellis wants to get high-visibility safety vests for the parade marshals.

Ms. Mason said the safety vests cost \$15 each if we purchase more than 12 and they are plain. The vests will take less than 2 weeks to arrive after they are ordered.

14. NEW BUSINESS ITEMS

Ms. Franklin said that Tracy Jarrett, who has been photographing the parade for several years, would like to receive recognition in this year's parade.

The committee discussed possibly giving her money and/or recognizing her at the City Council meeting as a thank you. Mr. Ellis will put that on a future meeting agenda.

Ms. Galla asked if we could get décor out and order the wreaths after Easter.

Mr. Ellis said we will schedule a day to go through everything.

Ms. Bertges said to get parade tickets from her before the committee leaves and let her know if you want to donate to the \$100 board.

The next meeting is on April 19 at 6:00 p.m.

15. ADJOURNMENT

Motion by Ms. Bertges, seconded by Ms. Myers to adjourn the meeting at 8:06 p.m.

AYES: All

NAYS: None

[THE PRECEDING MINUTES ARE A SYNOPSIS OF A ST. CLAIR SHORES MEMORIAL DAY PARADE COMMITTEE MEETING AND DO NOT REPRESENT A VERBATIM RECORD]