

Minutes for SQ 250 Steering Committee December 6, 2010

Members present were: Peter Smith, Randy Tremba, Catherine Irwin, Tara Lowe, Shelli Dronsfield, Lori Robertson, Meredith Wait

Meredith asked for progress report from the committee chairs. The marketing committee reported on the call to artists for logo design. Discussed the handout for artists' requests for information. Randy T.

reported that the mission statement needed to be updated. It was decided to not proof at this meeting, but Tara would send the Comm. Chairs an email copy to be proofed and rewritten if necessary. The

group is asking the artists for a letter of commitment to be submitted by December 31, 2010.

The question arose if there was any money available to pay for graphic artists. We talked at length about who should be paid

and who should not. It was thought that the exposure for the artists through the two year long media information for the SQ 250 would be compensation. We thought that these kind of issues should be fleshed out in the development of the budgets for each group and then recommendations be made to the steering committee for consideration.

The marketing group will be taking a picture of the volunteers present for the main meeting on December 7, 2010 for a press release to the Shepherdstown Chronicle. Tara Sanders Lowe gave a list of the kind of ideas being discussed within the marketing group. Ideas like budget, banners, license plates and deadlines. Also trying to figure out the parameters of each of the committees, for instance the role of marketing versus the Signature events -- where do they overlap? There is a need for consistent branding so ideas should go through the marketing committee for the

branding. The radius of the marketing miles has been set at 50 miles.

At this point in the SC meeting it was decided that we need the committee progress reports to be a written update also to go to the committee chairs and to make the information short and to the point, perhaps in bullet format.

The final marketing discussion was about a website. Eden Design has offered to design a site for \$500.00. It was determined that we need to ask the other businesses in town who create websites for them to bid. After a lengthy debate we felt there was much confusion about the website and the connectedness with the Town website and more discussion needs to follow.

Peter Smith reported on the Signature Event and Legacy committee. The 2011 Christmas in Shepherdstown celebration will be the launching point for SQ250. The culminating event will be Nov. 9-11, 2012.

Peter outlined the same ideas as previously stated. He is looking for a committee head coordinator for the Legacy part of this committee. Ideas for the projects include improved walking tour brochure, town book and exhibit.

It is thought that the parade for the kickoff will be larger than previous Christmas parades and a great deal of planning needs to begin. Meredith suggested we sit down with the town's Public Works and Police to begin to map out details. Staff at Shepherd, including Police, Community Service, and President's Office, will also be resources for restructuring the logistics of the parade.

Randy Tremba reported on the Community Outreach committee. They've met twice and have recognized 300 organizations that are in and around Shepherdstown that need to be contacted. The group has bunched the organizations into similar groups and will divide them amongst the

volunteers to be contacted. January 15, 2011 a letter will go out to all of the groups asking them to contribute to SQ 250 at some point in the year by either reframing an existing event they are planning or creating a new event or producing a tangible item that would be suitable to "give" to the celebration.

This committee will keep a calendar of all events submitted that fit the SQ 250 theme. The deadline for submission right now is March 1, 2011. By summer 2011 they would like to be firm on all of the dates. We discussed how to work with individuals who would like to contribute. They would follow the same guidelines as any organization.

SU will have its own liaison with this committee. Shelli Dronsfield, aAssistant to the President, will take on that role. She talked about SU Homecoming weekend and the Founder's Day weekend event. The dates will be known sometime after

the first of the year.

Catherine Irwin reported on the Finance Committee. The two other members are Jennifer Peterson and Dave Springer. The committee spoke with Town Clerk Amy Boyd about how reimbursements would work. They worked out a policy that is similar to the town's policies.

They have also met with the Mayor and further outlined the details of how SQ 250 would be placed within the framework of the existing town policies. There will be once a month reimbursements from the town unless otherwise needed. There will be a fund set aside for donations that are made to SQ 250 and the town accounting office will keep track of income and expenses.

Catherine explained to the Mayor that this committee doesn't think it is suitable to go out into the community for donations because it will compete against other agencies looking for donations. They

discussed the options for finding other means of funding. Mayor Auxer suggested that this committee get on the agenda for the Town Finance Committee meeting in January to request "seed money."

David Springer talked about the town of Ranson and how they found sponsors to produce a book about Ranson's history.

Mayor Auxer suggested that all the sState and Federal representatives be contacted to see if there were are any funding sources available. January 3, 2011 is the next Finance Committee meeting.

A deadline of Monday, December 13 was set for the SQ committees to submit their budget requirement.

Shelli Dronsfield of SU talked about identifying groups available with SU that could be a part of the SQ planning and celebration. She will join the Community Outreach committee Committee as the Shepherd liaison and will funnel information to the appropriate people on campus.

Shelli also is considering having a work group convene on campus to figure out how to pull them into the community planning related to SQ250 and other community projects. SQ 250 is to contact Shelli for information on students who would be interested in volunteering.

Lori Robertson said that the new owner of the Opera House, Lawrence Cumbo, a filmmaker, would be interested in filming the SQ 250 committee meetings through the year and document our progress. It was agreed he should come to the December 7 meeting to get an idea of what the group is all about.

Meeting adjourned at 6:45 p.m.

Minutes submitted by Meredith Wait