

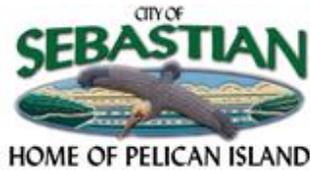


**CENTENNIAL CELEBRATION TASK FORCE  
AGENDA  
MONDAY, OCTOBER 16, 2023 – 10:00 A.M.  
CITY COUNCIL CHAMBERS  
1225 MAIN STREET, SEBASTIAN, FLORIDA**

- 1. ORDER**
- 2. REPORTS**
  - A. Reports**
    - a. Approve minutes from the Sept 18, 2023 meeting
  - B. Marketing & Promotion**
    - a. Marketing Branch Social Media Planner input.
  - C. Art**
    - a. Update
  - D. Historical**
    - a. Update
  - E. Parades & Special Events**
    - a. Update
  - F. Sponsorships**
    - a. Update
- 3. NEXT MEETING SCHEDULED FOR**
- 4. ADJOURN**

*NO STENOGRAPHIC RECORD BY A CERTIFIED COURT REPORTER WILL BE MADE OF THE FOREGOING MEETING. ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE BY THE CITY COUNCIL, BOARD OR AGENCY WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE HEARD. (F.S.286.0105)*

*IN COMPLIANCE WITH THE AMERICAN WITH DISABILITIES ACT (ADA) OF 1990, ANYONE WHO NEEDS A SPECIAL ACCOMMODATION FOR THIS MEETING SHOULD CONTACT THE CITY'S SEATING ADA COORDINATOR AT 388-8226 – ADA@CITYOFSEBASTIAN.ORG AT LEAST 48 HOURS IN ADVANCE OF THIS MEETING. TWO OR MORE ELECTED OFFICIALS MAY BE IN ATTENDANCE AT THIS MEETING.*



**CENTENNIAL CELEBRATION TASK FORCE  
MINUTES  
MONDAY SEPTEMBER 18, 2023 – 10:00 A.M.  
CITY COUNCIL CHAMBER  
1225 MAIN STREET, SEBASTIAN, FLORIDA**

**Staff Present**

Brian Benton, Leisure Services Director  
Cathy Testa, Records Specialist  
Jeanette Williams, City Clerk

**Participants Present**

Michelle Morris            Britney Melchiori            Rich O'Connor  
Raymond Osborne        Donna Ware  
Patti Williams            Cara Irwin

**1. ORDER**

The Centennial Celebration meeting was called to order at 10:06am

**2. REPORTS**

**A. Staff Items**

a. Minutes Approval

MOTION by Ms. Testa and a SECOND by Ms. J. Williams to approve the minutes from August 14, 2023. MOTION approved by unanimous voice vote.

**B. Marketing & Promotion**

a. Update

Mr. Benton reported that The Marketing Branch will be managing the website and Facebook page. He explained it took a little long because he wanted to make sure procurement policies were followed.

Ms. Melchiori from the Marketing Branch said they met with Ms. Testa and agreed to concentrate on getting the word out for our sponsoring needs first. She said they have some good ideas for the website and are hoping to have it up and running next week.

Ms. Testa provided The Marketing Branch with a flash drive containing historical pictures; they will upload them to the new website.

Ms. J. Williams said the Task Force met with the magazine publisher and he is working on the magazine layout. Sally Maio attended the meeting; she gave the publisher articles she wrote. An article that was written by Beth Mitchell regarding the history of the Chamber of Commerce was also given to the publisher.

**C. Art**

a. Update

Ms. Testa was happy to report the color books were delivered to the schools last week.

Ms. Ware presented drawing from a 96 year old Art Club Member; she wants to donate the image to make memorabilia that the City can sell. (see attached)

Mr. O'Connor asked about the supplies for the banners. He want to know how many schools are involved. The committee decided have a birthday theme and to include Sebastian Charter School, Sebastian Middle School and Storm Grove Middle School.

Ms. Ware said we should have letter to take to the schools just like the one that was done for the essay contest and coloring book contest.

**D. Historical**

a. Update

Mr. Benton said the Task Force met with Mr. Enns, the publisher of the magazine. Mr. Benton said he was impressed with the articles that Ms. Maio wrote and the amount of time and effort she put into writing them. He said the articles need condensed so we can use as many of them as possible. At this time the magazine is around 64 pages.

Mr. Osbourne offered a flash drive with historical images for the website and FaceBook page; he asked that credit be given to the person who provided the image.

**E. Parades & Special Events**

a. Update

Mr. O'Connor asked if the city could put a banner on the big trucks that block off the street to make it look nicer. Mr. Benton said the city could do that for the centennial but if the individual organizers want to get those banners for their event the city would be willing to put them on.

**F. Sponsorships**

a. Update

Ms. Testa had several media companies send proposals to provide in kind advertising for the Centennial. Pareidolia and Mash Monkey want to create an "Official Beer" of the Centennial. The committee would choose the name and style of beer. The Brewery's would promote the City's Centennial Events on their social media and email blasts.

Ms. Testa said the Tattler reached out and wants to be a sponsor. They offered 2 full page or 5 half page ads worth \$1120 and \$2800. After discussion the committee would like to advertise with Tattler because of the large area the paper covers.

The Hometown News made an offer for 12 full page ads or 24 half page ads. In the end it would end up costing the city \$1,200.00 to advertise with them. The committee was not interested in the Hometown News because of the cost to the City.

The committee is interested in hearing what the Sebastian Daily has to offer. Ms. Testa will reach out to them and provide a report at the next meeting.

WQCS-FM radio station also reached out. Mr. Benton said we can advertise with them later down the road when we get closer to the December Centennial Celebration Event.

**3. NEXT MEETING**

The next meeting is scheduled for Monday October 16, 2023 at 10:00 am.

**4. ADJOURN**

Being no further business the meeting was adjourned at 10:41 am.



# SHARING IDEAS

SPONSORSHIPS

THE STORY OF THE 6 OLD GROUCHES

HISTORY OF THE STREET NAMES

HISTORIC LOCATIONS

THEN/NOW

FISHING HISTORY

FISHING FAMILIES - SERIES

PELICAN ISLAND

UPCOMING EVENTS

CONTESTS

MAGAZINE

COMMEMORATIVE COIN

SPONSOR RECOGNITION

COMMUNITY RECOGNITION

DONORS

HISTORICAL FACTS AND TRIVIA

THROWBACK THURSDAY

CAPTION THIS

BEHIND-THE-SCENES

MEMORY SHARING

## NOTES

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