

# **NORTH PLAINS CHAMBER OF COMMERCE FIREWORKS SPONSORSHIP COMMITTEE MEETING MINUTES MARCH 12, 2015**

Meeting Date: Thursday, March 12, 2015.

Meeting Location: Community Room at North Plains Senior Plaza Apartments, 31485 NW Kaybern Street, North Plains, Oregon.

Committee Members Present: Russ Sheldon, Lonnie Knodel, Cindy Hirst, Teri Lenahan, David Wild, Jewel Knodel.

Committee Members Absent: Amanda Wild.

Guests Present: None.

**Purpose of the Committee** – The Fireworks Sponsorship Committee purpose is to explore how the Chamber can assist the City of North Plains to secure sponsors for the 2015 Fourth of July Fireworks Program and assist businesses in opportunities to take advantage of the traffic generated during the evening event.

1. Russ Sheldon opened the meeting at 5:49 pm.

2. **Adoption of the Agenda.**

**ACTION:** Motion by Cindy Hirst to adopt the Agenda as written. Second by Lonnie Knodel. Vote: 6-0-0. Yes-Russ Sheldon, Teri Lenahan, Lonnie Knodel, Jewel Knodel, Cindy Hirst, David Wild. No-None. Abstain-None.

3. **Approval of Meeting Minutes for February 18, 2015.**

**ACTION:** Motion by Lonnie Knodel to approve the meeting minutes for February 18, 2015. Second by Cindy Hirst. Vote: 6-0-0. Yes-Russ Sheldon, Teri Lenahan, Lonnie Knodel, Jewel Knodel, Cindy Hirst, David Wild. No-None. Abstain-None.

4. **Fourth of July Financial Budget.**

- a. City's Budget. (Attached information) Teri Lenahan explained about the City's position on paying for the fireworks referring to the e-mail from Rachael Lembo, the City's Finance Director.
- b. Committee's Goal. Since the City needs as much as possible to pay for the fireworks events, the Committee decided that their goal of sponsorship was \$10,000 net. This is separate from the daytime events

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## 5. Advertising.

- a. Follow-up from Russ Sheldon – WCVA and local Chambers. Russ Sheldon has not heard back from Carolyn McCormick from the WCVA, but he did mention it to the local area Chambers at the last Partnership meeting. They all seem willing to advertise the fireworks display and the event on their websites. We need to follow-up with them when we have the information on our website and Facebook page.
- b. Follow-up from Cindy Hirst – Radio and newspaper, other fireworks in the area. Cindy Hirst is waiting to hear back from Don McCoun at KUIK to meet with him about ideas for a local radio station to play music. Mitch Ward had suggested KBOO and the radio station from Portland State University.

She spoke with Michelle Thomas at the Forest Grove News-Times. If we place an ad in the News-Times, they might be able to give us one ad for free. Cindy Hirst will be meeting with Michelle and finalize the costs.

- c. Follow-up from David Wild - Facebook site and potential advertising through Facebook. He needed to know if we wanted to link off the City's Facebook page, or the Chamber's or set up a new one. He asked the Committee if they wanted to spend money to advertise through Facebook. He explained his experience in the past and the Committee decided not to advertise this way since it can be unreliable.
- d. Follow-up from Amanda Wild – GoFundMe.com. David Wild said that we should get that going as soon as possible.
- e. Follow-up from Scott Aldrich – Fourth of July Poster, Google Analytics and np4july.org site. Scott Aldrich was not at the meeting, but the Committee reviewed the list of potential sponsors for the daytime event. We don't want to go to the same businesses for both events.

## 6. Sponsorship Levels.

- a. Proposed Levels of Sponsorship. The Committee reviewed the draft of sponsorship levels and benefits Lonnie Knodel had put together. An adjustment was made in the lower sponsorship level, and a few items were removed. Cindy Hirst will put the document in final form and Russ Sheldon will send a copy of an agreement for multi-year sponsorship. The two will be put together and emailed to the Committee for final review.

## 7. Potential Sponsors. The Committee reviewed the potential sponsor list and added a few businesses. Each committee member volunteered to contact potential sponsors.

# NORTH PLAINS CHAMBER OF COMMERCE FIREWORKS SPONSORSHIP COMMITTEE MEETING MINUTES MARCH 12, 2015

**8. 4<sup>th</sup> of July Committee.**

- a. Selection of a Committee member to attend the Fourth of July Committee meetings on first and third Tuesdays. Cindy Hirst said the next meeting of the Committee is scheduled for Tuesday, March 17. Russ Sheldon said he should be able to attend the next meeting.

- 9. Other business.** The title of the event was briefly discussed. It was agreed that the title should include Recology's name because they donate a significant amount of in-kind dollars for the event through keeping the business open and set-up by the fireworks company. Cindy Hirst will contact Jon Thomas to get an estimate of the in-kind donation dollars to use in the budget. It was also discussed that the money the City has used to pay for the fireworks in the past has been the money that comes from Recology. They have not been sufficiently recognized for their contribution. If the City pays any money this year for the fireworks, it should be considered a donation from Recology.

**10. Follow-up assignments.**

Russ Sheldon – Follow up with Carolyn McCormick at WCVA.

Cindy Hirst – Radio and newspaper ads. Draft sponsorship package to Committee members. Will contact Dan Parsons at Impact Sign for costs of yard signs.

David Wild – Continue to work on Facebook and Gofundme.com

All – Contacting potential sponsors.

- 11. Adjournment.** The meeting adjourned at 8:07 pm.

Minutes prepared by Cindy Hirst, Board Secretary on April 15, 2015, and sent to Members by e-mail on April 21, 2015.

**ATTACHMENTS:**

- NPCC Fireworks Sponsorship Committee Meeting Agenda for March 12, 2015.
- NPCC Committee Members & Guest Sign-in for March 12, 2015.
- City of North Plains Fireworks Budget – Email from Teri Lenahan March 6, 2015.
- Draft of Committee Sponsorship Levels.
- Draft of Potential Sponsors
- Draft of Possible Benefits for Sponsorship Levels
- E-mail Fireworks Sponsorship Committee Meeting Minutes for March 12, 2015 to Members on April 21, 2015.

Minutes approved by Committee Members \_\_\_\_\_.

Signature: \_\_\_\_\_  
Russ R. Sheldon, President

**NORTH PLAINS CHAMBER OF COMMERCE  
FIREWORKS SPONSORSHIP COMMITTEE MEETING MINUTES  
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Minutes approved by Committee Members

Signature:

Russ R. Sheldon, President

*April 23, 2015 No Changes*  
*4-24-15*

## **FIREWORKS SPONSORSHIP COMMITTEE AGENDA**

**Thursday, March 12, 2015 at 5:30 pm**  
**Community Room at**  
**North Plains Senior Plaza Apartments**  
**31485 NW Kaybern Street**  
**North Plains, Oregon**

***(Please use street parking on either 314<sup>th</sup> or Kaybern)***

Committee Members Appointed: Russ Sheldon, Lonnie Knodel, Cindy Hirst, Teri Lenahan, David Wild, Amanda Wild, Scott Aldrich

All interested parties are welcome.







**Purpose of the Committee** – The Fireworks Sponsorship Committee purpose is to explore how the Chamber can assist the City of North Plains to secure sponsors for the 2015 Fourth of July Fireworks Program and assist businesses in opportunities to take advantage of the traffic generated during the evening event.

- 1. Roll Call.**
- 2. Adoption of the Agenda.**
- 3. Approval of Meeting Minutes for February 18, 2015.**
- 4. Fourth of July Financial Budget.**
  - a. City's Budget – Teri Lenahan
  - b. Committee's Goal.
- 5. Advertising.**
  - a. Follow-up from Russ Sheldon – WCVA and local Chambers.
  - b. Follow-up from Cindy Hirst – Radio and newspaper, other fireworks in the area.
  - c. Follow-up from David Wild - Facebook site and potential advertising through Facebook.
  - d. Follow-up from Amanda Wild – GoFundMe.com.
  - e. Follow-up from Scott Aldrich – Fourth of July Poster, Google Analytics and np4july.org site.
- 6. Sponsorship Levels.**
  - a. Proposed Levels of Sponsorship – Lonnie Knodel.
- 7. Potential Sponsors.**
- 8. 4<sup>th</sup> of July Committee.**
  - a. Selection of a Committee member to attend the Fourth of July Committee meetings on first and third Tuesdays.
- 9. Other business.**
- 10. Follow-up assignments.**
- 11. Adjournment.**



# NORTH PLAINS CHAMBER OF COMMERCE FIREWORKS SPONSORSHIP COMMITTEE MEETING MARCH 12, 2015

## ALL COMMITTEE MEMBERS PLEASE SIGN-IN

Print Name	Signature	Name of Company or Organization or Individual	Phone	E-Mail
Cindy Hirst		INDIVIDUAL	503-647-4600	41B5T@Q.COM
Lewell Knodel		cc	503 799-7035	lewell.knodel@gmail.com
Lewell Knodel		Reno County Corp	503 799-1244	lewell.knodel@reno.co
Ross Shepard		KNIGHTS OF PYTHONS	503-312-1511	nussemergency vehiclepro.com
David Wild		Farmers Insurance	503-575-5524	David.James.wild@gmail.com
Toni Lenahan		Individual	503-310-7512	toni.lenahan@gmail.com

## ALL GUESTS PLEASE SIGN-IN


**Fwd: RE: 4th of july**

Teri Lenahan [teri.lenahan@gmail.com]

**Sent:** Friday, March 06, 2015 9:03 AM

**To:** Lenahan, Teri

**Attachments:** 030615 FY15 Fourth of July~1.xls (78 KB)

----- Forwarded message -----

From: "Rachael Lembo" <[Rachael@northplains.org](mailto:Rachael@northplains.org)>

Date: Mar 6, 2015 8:59 AM

Subject: RE: 4th of july

To: "Teri Lenahan" <[Teri\\_Lenahan@northplains.org](mailto:Teri_Lenahan@northplains.org)>, "[teri.lenahan@gmail.com](mailto:teri.lenahan@gmail.com)" <[teri.lenahan@gmail.com](mailto:teri.lenahan@gmail.com)>

Cc:

Hi Teri,

The 4th is a tricky one since the revenue and expenses span two fiscal years.

This is what we have for July 4, 2015 in the FY14-15 budget (current year):

- \$5k revenue goal
- \$4,500 in expenses, including \$2,520 for Scott

We don't have an adopted budget for FY15-16 yet, but based on history I would expect something like:

- \$2.5k revenue goal
- \$6,680 in expenses, including \$1,680 for Scott
- \$10k for fireworks

So in total we're looking at

- \$7.5k revenue goal
- \$11,180 in expenses, including \$4,200 for Scott
- \$10k for fireworks

If the FY15-16 budget gets adopted with those amounts, we're looking at a net cost to the City of \$13,680 (before considering time spent by staff). I think the fireworks will be a discussion item again, although of course I don't know what the budget committee/Council will decide.

I've attached last year's 4th of July reconciliation if that's helpful. Please let me know if you need anything else.

Thanks,  
Rachael

-----Original Message-----

From: Teri Lenahan

Sent: Friday, March 06, 2015 7:07 AM

To: Rachael Lembo; [teri.lenahan@gmail.com](mailto:teri.lenahan@gmail.com)

Subject: 4th of july

Rachael,

Hope all is well with you. I'm hoping you can give me some direction on the 4th of July budget. I'm



serving on a Chamber committee who is looking at obtaining sponsors for the 4th of July. I'll review the supplemental budget today, but what I want to know is where do we stand with this.

Maybe you can give me a short rundown, bullet point style of what we have and what we need. Please include Scott's pay as well. It's my understanding that we are about \$8k short. I've got a meeting with the Chamber coming up and I'd like to present the financial part to them.

I've included my personal email so that I can see your response (if it should be during the workday).

Thank you!

Best Regards,  
Teri



City of North Plains  
Fourth of July Event Review  
as of March 6, 2015

**Revenue**

Sponsorship	2,600		
Car Show	1,121		
Vendor	750		
Car Show Sponsor	525		
Info Booth	420		
Donation	629		
<b>Grand Total Revenue</b>	<b>6,044</b>	<b>11,500</b>	<b>(5,456)</b>

**Expense**

Fireworks	10,000	10,000	-
Entertainment	2,278	1,800	(478)
Portable Toliets	1,488	1,500	12
Planning and Materials	1,340	2,403	1,063
Car show	689	901	212
Marketing	702	300	(402)
Kids Area	482	596	114
Donation	230	-	(230)
<b>Subtotal Materials Expense</b>	<b>17,209</b>	<b>17,500</b>	<b>291</b>
Staff Time:			
Planning	6,149	8,691	2,542
Week of and Event	2,449	-	(2,449)
Public Works (budgeted in PW)	1,576	-	(1,576)
<b>Subtotal Personnel Expense</b>	<b>10,174</b>	<b>8,691</b>	<b>(1,483)</b>
<b>Grand Total Expense</b>	<b>27,383</b>	<b>26,191</b>	<b>(1,192)</b>
<b>Net Revenue</b>	<b>(21,338)</b>	<b>(14,691)</b>	<b>(6,647)</b>

# **CITY OF NORTH PLAINS**

## **“FIREWORKS SPONSORSHIP”**

### **LETTER OF COMMITMENT**

**As a sponsor of the fireworks for the City of North Plains, the following benefits will be included at each level:**

#### **Level #1:**

**\$2,000 and above**

- **A sponsorship banner will placed at your business 2 weeks prior to event**
- **The banner displayed on Commercial St during the day will have your business name**
- **The banner displayed on Glencoe St at night will have your business name**
- **We will supply banana flags**
- **We will distribute flyers in Hillsboro, Cornelius, Forest Grove and Banks**
- **Your business name will be on all print media, posters ect.**
- **Your business name will appear as a sponsor on all websites pertaining to event; City of North Plains, Chamber, 4<sup>th</sup> of July WCVA**
- **Publicity on Facebook as a sponsor**
- **Radio ads with music**
- **WCVA kiosks**
- **4-T-shirts with business name as sponsor**

## **Level #2**

**\$1,000 - \$1,999**

- **A sponsorship banner will placed at your business 2 weeks prior to event**
- **We will distribute flyers in Hillsboro, Cornelius, Forest Grove and Banks**
- **Your business name will be on all print media, posters ect.**
- **Your business name will appear as a sponsor on all websites pertaining to event; City of North Plains, Chamber, 4<sup>th</sup> of July WCVA**
- **Publicity on Facebook as a sponsor**
- **Radio ads with music**
- **WCVA kiosks**
- **2-T-shirts with business name as sponsor**

## **Level #3**

**\$500 - \$999**

- **A sponsorship banner will placed at your business 2 weeks prior to event**
- **We will distribute flyers in Hillsboro, Cornelius, Forest Grove and Banks**
- **Your business name will be on all print media, posters ect.**
- **Your business name will appear as a sponsor on all websites pertaining to event; City of North Plains, Chamber, 4<sup>th</sup> of July WCVA**
- **Publicity on Facebook as a sponsor**
- **WCVA kiosks**
- **2-T-shirts with business name as sponsor**

## **Level #4**

**\$100 - \$499**

- **We will distribute flyers in Hillsboro, Cornelius, Forest Grove and Banks**
- **Your business name will appear as a sponsor on all websites pertaining to event; City of North Plains, Chamber, 4<sup>th</sup> of July WCVA**
- **Publicity on Facebook as a sponsor**
- **WCVA kiosks**
- **2-T-shirts with business name as sponsor**

**Name of Company**\_\_\_\_\_

**Contact Person**\_\_\_\_\_

**Mailing Address**\_\_\_\_\_

**City/ST/Zip**\_\_\_\_\_

**Best phone number to reach you:**\_\_\_\_\_

**Commitment Level #**\_\_\_\_\_ **Amount \$**\_\_\_\_\_

**Number of years**\_\_\_\_\_

**Email address**\_\_\_\_\_

**Web address**\_\_\_\_\_

**T-Shirt Size**\_\_\_\_\_ **(S,M,L,XL,XXL)**



# **FIREWORKS SPONSORSHIP COMMITTEE MEETING**

## **Potential Sponsors**

Polygon – seek \$2,000 for three years since they will be in the community for at least that long.

JT Roth – seek \$2,000 for two years.

Biggi Construction – seek a three-year commitment since they are just getting started.

The Crandall Group is the developer for Sunset Terrace. This may be the same as the Paine Tract who donated to the 4<sup>th</sup> of July last year.

McDonald's

Chevron

Sunshine Market

Arco

Hitchen' Post

Health Source

Sunset Hearing

Tendercare Dental

Kim's Styling Korner

Subway

North Plains Vet Clinic

Garbarino

Impact Sign – potential for in-kind on reduction of banner costs

Summa Realty and Andrea Johnson

Gleaming the View

RV Storage

King Torta

Forest Grove Times – in-kind advertising

# **FIREWORKS SPONSORSHIP COMMITTEE MEETING**

## **Possible Benefits for Sponsorship Levels**

Presenting Sponsor – ABC Company Presents North Plains Fireworks

Name on posters

All sponsors listed in a print ad

Websites: City, Chamber, 4<sup>th</sup> of July, WCVA

WCVA kiosks

Facebook

Radio Ads with Music

Community Announcements on TV

Banners carried in the parade

Banners on business

Banners displayed on Commercial Street during the day

Banners displayed on Glencoe Street at night

Also 'banana' flags

Flyers distributed in Hillsboro, Cornelius, Forest Grove and Banks

Different levels discussed:

\$2,000 (Polygon 3-year and JT Roth 2-year)

\$1,000 (Biggi in 2015, maybe \$2,000 in 2016)

\$500

\$250

\$100

## North Plains Chamber of Commerce

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**From:** North Plains Chamber of Commerce <admin@northplainschamberofcommerce.org>  
**Sent:** Tuesday, April 21, 2015 1:18 PM  
**To:** All North Plains Chamber of Commerce Members  
**Subject:** North Plains Chamber of Commerce Fireworks Sponsorship Committee Meeting Minutes  
**Attachments:** NPCC Fireworks Sponsorship Committee Minutes 03-12-2015 Sent 04-21-2015.pdf

Attached are the minutes for the March 12, 2015, Fireworks Sponsorship Committee Meeting.

Please let me know if you are not able to open the file.

*Cindy Hirst*  
*Board Secretary*



503-647-4600 (home)  
503-314-5065 (mobile)  
[admin@northplainschamberofcommerce.org](mailto:admin@northplainschamberofcommerce.org)  
[hirst@q.com](mailto:hirst@q.com)