

Founders' Day Committee Meeting

July 8, 2015 10:00 a.m. WGBA Conference Room

Attendees: Tim Mulcahy, Scott Hunter, Valerie Merklin, Claudette Mannina, Ray Pulver, Sharon McCauley, Read Zaro, Peter Allen, Arlene Zarou-Cooperman

- Sponsor and advertiser recruitment update – Claudette
 - \$3K to date
 - Ray will send list of potential sponsors from other parades to Claudette
 - If anyone has suggestions of sponsors please email contact info to Claudette at claudette@designingleads.com
- Parade entries update – Ray
 - Ten entries to date
 - Claudette is working through Wells Fargo to get stagecoach
 - Oscar Meyer Weinermobile? – Valerie and Ray to determine how we request
 - Mascots?
 - Sharky
 - Gigante
 - Earthquakes
 - Deadline for parade entries will be August 15
 - Float workshop set for **Saturday, August 29 from 9:30 a.m. to Noon** at the WG Community Center
 - Volunteer training set for **Tuesday, September 15 from 7:00 – 8:30 pm** at the WG Community Center
- Grand Marshal
 - At the WGBA Our Avenue Committee meeting there was a suggestion to ask Marv and Bonnie Bamburg to be co-Grand Marshals; committee agreed this would be a great choice
 - Valerie will gain WGBA BOD approval and contact the Bamburgs
- City application – Scott
 - City application covering street closure, event permit, SJPD request, etc. has been submitted
 - Scott to contact Melina at OCA next week to get a quick city meeting date
- Program
 - Need to confirm Greg Barr will work on this project.
 - Ad sales will determine size of program
- Volunteers
 - Scott will coordinate volunteer recruitment.
 - Plan for volunteer t-shirts
- Post Parade Activities
 - Cable Car History Tour
 - Sharon has provided a draft list and route. Will review with Scott following meeting.

- Exact route and program still to be determined
- Window Display Contest
 - Three categories (historic, patriotic and creative)
 - Display dates: Sept. 4-10
 - Judging announced: Sept. 11
 - Peter, Sharon and Arlene will judge
 - Ribbon, website advert & social media play to the winners
- Characters in period costumes
 - Focus on 1920s
 - Need to contact groups such as Portraits of the Past, Costumers Guild, Children's Theater, etc.
 - Possible Hicklebee's sponsorship
- WGBA will compile list of businesses offering specials to list in the program and online
- Other business
 - WGNA will help promote to the neighborhood, as well as help recruit volunteers
 - Valerie will send Peter logos to use
 - Banners
 - Valerie will have banners and kiosk posters designed and printed
- Next Meeting
 - The next meeting will be **Wednesday, July 22 at 10 am** in the WGBA Conference Room