

Park Committee Meeting Minutes  
Wednesday, September 23, 2009

Present: Mark, Ruth, Erin, Deb, Jeremy, Shawn, Roger

Meeting opened: 7:00pm with Mark Gundlach introducing the agenda and review discussion of the 2nd Annual Event.

Review of 2nd Annual Event: The following items were reviewed in the discussion of the 2nd annual event.

- Cost of Event: This year the event made \$948.00. Breakdown of income included:

\$628.00 - Food/ducks

\$314.00 - Raffle Tickets

\$102.00 – Extra drinks/beer

\$146.00 - Cash donations

Expenses were \$241.00. Questions were brought up regarding what the expenses were.

The board will match what the committee made this year; questions were brought up regarding what was made last year. Shawn recalled that \$500-600 was made. Mark said that he would follow up on the income from last year. The committee agreed that with what was made last year and combined with this year, there should be close to \$1500 that the board needs to match. Ruth brought up the point that the amount of donations that the committee solicited for should also be a part of the match from the board. That will also need to be followed up with the board.

In addition, the committee believed that since this was a fundraiser, any food or drink left (after the time that the event officially is over) should be charged for and not given away for free, even at a reduced price. This would be additional income for the park.

- Participation #: According to those who paid for lunch, 127 people were counted, however, the committee felt that the accounting of the participants was not accurate and a better system needed to be in place for next year including: someone from the committee handling the registrations, that all attendees (including children) needed to be counted regardless if they ate or not. A count was not available from last year, however, those who participated last year believed that there was better participation this year. Compared to last year; this year's numbers; goal for next year. Final estimate for participation this year was at 350+.

- Date/Time of Event: There was some discussion regarding the date and that it was in competition with several other area events. However, the committee was in agreement to keep the event in September, probably the same weekend; dates would be looked at next year and decided on early enough so that the date could be published in the local community magazines and the Green County Events Listing. Event times would probably be the same depending on the activities offered.

- Marketing of Event: Committee agreed that this year more people were made aware of the event, however, for next year earlier newspaper coverage, adding to calendar dates in the newspapers, Website Info, Flyers at area business, and a postcard to all Exeter families are ways of getting the information out earlier and to more people. Jeremy brought up the suggestion of putting any "big ticket" raffle items in the marketing. Also, if community sponsors are early enough before the information goes out, this could also be added to the flyers, marketing, etc.

- Donations: A list of sponsors was put together by Deb and reviewed by the committee. Information was updated. This list was a good starting point for adding onto next years support of the event. Everyone agreed that we had a great variety of raffle gifts and support from the area communities. The Website will be updated with any sponsors not currently added. Shawn will get additional information on Sandcreek Brewery and the car wash donation. Erin will get additional information for S&T Trucking; information should be passed onto Candee at the township hall so thank you's can be completed. Ruth started making a list, in addition, for next year including Belleville Auto, Town Edge Restaurant, Primrose Winery, Culvers, Borlands, etc. Deb also suggested that if we started early enough, we could look at "packages" from Kalahari, Chula Vista, nearby bed and breakfasts, etc.

- Activities: (keep/add/change?) Committee agreed that this years events were a huge success, especially the bounce house and fishing for the kids. There were more kids this year. Timing was good, however, everyone agreed that the times should be set so that the committee has sufficient time to set up before the public starts to arrive. If the fishing needs to start before 11:00, then maybe the event time should start earlier, or the event waits until the time of the event. Roger said that he could have used another volunteer to help. The committee also decided that an additional shelter and bait was needed for the fishing event (many kids did not have bait for fishing). Ending the raffle at 1:30 was good – the committee suggested that next year, the announcement be made earlier in the event. Ending the event with the Duck Races (2pm) was also a nice way to end the day. Suggestions for next year included: canoe race starting in Belleville. Deb also suggested other games, popcorn or slushie booth ran by other organizations – they would pay a fee to the park committee to participate. Having more activities would attract more people benefitting the park. Lots of options available with additional time to plan.

- **Food/Beverage:** Food this year was sufficient, not a lot of leftovers. Committee agreed that the beans could be deleted in lieu of having a dessert (cookies, bars, brownies). This years menu was brat or hotdog, chips, beans, drink, dessert. For next year an offer was made to donate a pig for a pig roast. It was suggested to have sweet corn and have a pig/corn roast next year. In addition, more beer and dessert would be added to the menu. This could have the potential of attracting a lot more people from the community. The biggest issue with the food was that it was too easy to come through and not pay, but still eat. It was noted that several people/families came through and ate at no charge. Erin suggested that tickets be given to those who planned to eat so that anyone wanting to eat would have a ticket - then could do so at anytime. Another suggestion was to have a person sitting closer to the food and pay at the time one eats. Most everyone agreed that they liked the idea of using a food ticket for each person wanting to eat. This would give a more accurate account of those eating and for future planning. Also noted was that a few came after the event was over and was able to eat for "free" since the food was given away after 3pm. The committee was concerned that this could become an issue in the future if it was continued to be allowed. Unanimously, everyone agreed, no free food/drink but that a minimal charge would be expected.

- **Set Up/Take Down:** Thanks to everyone who arrived early to set up. An earlier time than 10:00 am is needed; everyone agreed that it would be better for set up to start around 9am to ensure everything is ready for people arriving. Also suggested was the placement of the registration table being first, then the raffle table. Everything else was laid out well. It was mentioned again a need for a handicapped accessible porta potty. We did have disabled participants. Event ended shortly after 3pm, committee cleaned up what they could, however, some committee members shared that there was still activity around 7:30pm.

- **Committee Event Assignments:** A discussion regarding who was doing what needed to be clearly stated prior to the event; who was serving food, who was taking money, who was handling the raffle tickets, who was cooking, who was serving drink/beer, who was handling the specific activities, etc. The committee agreed that the tasks needed to be better clarified and who was manning that job, their responsibilities, etc. These tasks should be handled by committee members.

- **Other Event Related Comments:** Overall, everyone was pleased with the event and participation, the amount of donations and how successful the event was considering there was less than 6 weeks to plan. GREAT JOB to all!! Thanks to Candee for posting the sponsors on the website and completing the thank you letters to the sponsors.

#### Misc Items:

- Shawn stated that he was stepping down from the committee as chairperson, however, he would be willing to help when he was available. He will be turning over his working notes to the township. Thanks Shawn for all of your work on the committee!

- Mark mentioned that the township board was looking at the charge for this committee and the positions on the committee. He mentioned that the township was looking at terms for the positions of chairperson and secretary. Shawn suggested 2 year terms; Deb suggested 1 year terms which would allow for more volunteer participation and flexibility. Mark stated that this information would be taken to the next board meeting for discussion.

- **Park Signage** – everyone agreed that the placement of the sign is almost unseen by the public and hidden by the trees at the entrance; that a sign (printing on both sides) be placed so both sides are seen with the Park information coming from either direction; have an additional sign for park rules (these are almost unreadable as they are so small); and a small park sign should be placed on HWY 92 directing the public to Exeter Town Park.

#### Follow-Up for Next Meeting:

- Status of committee positions and the committee charge - Mark
- Expenses breakdown from the 9/13 event , matching amount from the board (this year and from last year) – Mark
- Status of playground and gravel road for this year and action to be taken - Mark
- Forward sponsor info to Candee – Shawn and Erin
- Draw up a committee list of current members – Deb

Next Meeting: Tuesday, October 13 at 7:00pm. All future Park Committee meetings will be at 7:00pm.

Meeting adjourned at 8:45pm.

Respectfully Submitted,  
Deb Broge