

January 19th to talk about potential venues for selling the Centennial apparel that the Committee has on hand. One of the ideas discussed was the January 22nd Sidewalk Sales. Although it was very short notice, Irene and several Neptunian volunteers staffed a table and made approximately \$100 in sales.

The other possible venue that was discussed with Mary Ann is the weekly Farmer's Market on 13th Street. The Committee discussed this venue and decided we should try it. Irene, Larry, Joe and Lindy will work out the logistics for the merchandise transfer, booth set-up and staffing and report back to the Committee on the progress in February.

The Committee also discussed the idea of working with retailers in the Downtown to display and sell some of the Centennial apparel. They decided that if we pursue this idea, we should work with Skechers first (because they have already pledged support for the Centennial). The Committee also agreed that it would be best to find businesses that would be willing to work with and in support of the Centennial rather than taking a portion of the profit.

Discussion of Centennial Fundraising in 2011: The Committee held a discussion on the fundraising efforts for 2011. Over the past several months, Committee members, with leadership by Annie, and staff have looked into the possibility of holding fundraising events in 2011 such as a golf tournament and mini-triathlon. Although these events have the potential to be successful in terms of participation and gaining attention for the Centennial, the up-front costs and volunteer support required to put on the events are significant. The Committee decided to place the idea for holding fundraiser events on hold and to focus on raising sponsorship money and using currently planned City events for raising awareness of the Centennial.

Lindy reported that she met with Richard Gill to explore an idea that had sparked conversation at a previous Committee meeting. This idea is to reserve seats and parking at the Concerts in the Park summer series that could be sold as Centennial fundraiser. The Committee agreed that this idea has potential and Lindy asked for volunteers from the committee to further develop the idea and a marketing plan. Trish, Oliver and Irene agreed to take on this project and will report their findings at the February Committee meeting.

Discussion of Committee Member Projects: The Committee reviewed a list of projects that are either underway or need support and signed up for working on the following:

- **Merchandise:** Irene, Joe, Larry
- **Sponsorship:** Richard, Nick, Trish
- **Visual/Design Support:** Oliver
- **VIP Seating/Parking:** Trish, Oliver, Irene
- **2012 Event Planning:** Annie as lead (entire committee as support)
- **Budget Tracking:** Grace, Larry
- **Historical Calendar:** Jan
- **Student Outreach:** Zack
- **Website Updates:** Jeanna, Oliver, Trish and Grace
- **Community Organization Event Application and Resource Kit:** Jeanna

Adjournment: The meeting was adjourned to the next scheduled meeting, Monday, February 28, 2011 at 5:00pm in the Police and Fire Conference Room.