

Portage County Bicentennial Committee
March 8, 2006
Minutes

Attendance

Meeting was called to order at 6:05 p.m.

Present: Mark Cheplowitz, Chair; Portage County-Kerry Macomber; City of Aurora- George Horvat; Townships of Brimfield-Sue Fields, Deerfield-Bill Westover, Palmyra – Sam Vechter, Ravenna – Wayne Enders, Rootstown-Shirley Riemenschneider, and Suffield-Ginger Sayre; Villages of Garrettsville-Teri Eiermann and Hiram – Gery Henkels

Excused Absence: Townships of Edinburg, Franklin, Freedom, Nelson, Randolph, Shalersville; Villages of Hiram, Sugar Bush Knolls and Windham

Unrepresented: Cities of Kent, Ravenna, Streetsboro and Tallmadge; Townships of Atwater, Charlestown, Hiram, Mantua, Paris, Villages of Brady Lake, Mantua and Mogadore

Approval of Minutes

The February 8, 2006, minutes were amended to include Mr. Cheplowitz as an excused absence. Approval of minutes as corrected was moved by Ms. Eiermann; seconded by Mr. Vechter. Upon verbal vote, motion passed with abstentions noted by Messrs. Cheplowitz and Horvat.

Draft Request for Proposal (RFP)

Ms. Eiermann provided a first draft of the RFP to secure services for events and activities as well as merchandise. Mr. Cheplowitz complimented Mr. Eiermann for her thoroughness in the preparation of this RFP. After review, the Committee made the following suggestions:

- Page 2 Cemetery clean up might be reworded to acknowledge that the sites will be selected for commemorating Memorial Day based on the burial sites of significant citizens, veterans, settlers, etc.
- The first section of the proposal is very specific but the basics for facilities needs to be more clearly described or more easily found by potential vendors. The specifics listed under service delivery may need to be part of the facilities description.

- The RFP may be more useable if broken down into a guideline that lends itself to a Request for Qualifications response.
- An accompanying information sheet for specific services needed may also be helpful.
- The design services for the Road Show needs to be included in the RFP.

Ms. Eiermann will consider these comments and bring the RFP back to the Committee.

Branding

Mr. Cheplowitz explained we are at the critical phase of branding the Bicentennial Event. Name recognition will build interest and excitement while also building sponsorship possibilities. The committee's slogan, logo, and image of this committee will make or break the brand. April's homework is for each member to bring a suggestion for how to best brand this event.

Committee Members

Ms. Macomber reported that a second request has been made to public officials for community representatives along with a flyer for distribution to the Township Trustee Association meeting. The Committee members were asked to make suggestions for additional members or for others in their communities that would serve as their alternates. Two new members were welcomed: Ginger Sayer, Suffield Township and Gery Henkels, Village of Hiram.

Budget Development for Events for Marketing Packets

Mr. Cheplowitz encouraged members to continue developing their event descriptions and budgets. He reported that at the January 17, 2006, meeting with the Board of Commissioners, he indicated that the complete event budget neared \$250,000. He will begin marketing to potential sponsors in the near future.

Next Meeting – Back to Sue Hetrick Building

The next meeting will be Wednesday, April 12, 2006, at 6:00 p.m. at the Coleman Professional Services Sue Hetrick Building, 3922 Lovers Lane (aka Loomis Pkwy), Ravenna OH 44266.

Adjournment

Meeting adjourned at 7:15 p.m.

Respectfully submitted,
Kerry Macomber