



Centennial Committee  
Regular Meeting Minutes  
March 11, 2024 – 11:30 a.m.

Co-Chair Hansen called the Regular Centennial Committee Meeting to order at 11:32 a.m. on February 12, 2024.

The following attended at Town Hall, 441 White Pine Drive, Laurel Park NC 28739:

- Co-Chair Kristin Dunn
- Co-Chair Paul Hansen
- Pamela Sacco
- Jim Wilson
- Knox Crowell
- Lutrelle O’Cain
- Town Manager Alex Carmichael
- Town Clerk Tamara Amin
- Phil Drake
- Gary Anderson

**APPROVAL OF THE AGENDA**

Mr. Wilson moved to approve the agenda. The vote was unanimous in favor of the motion.

**APPROVAL OF THE MINUTES**

Mr. Anderson moved to approve the minutes of February 12, 2024. The vote was unanimous in favor of the motion.

**GALA EVENT**

Co-Chair Dunn said she has spoken to Anthony from the Country Club and said he is willing to have a Gala on Saturday, March 1, 2025, with a snow date of March 8, 2025. It would be up to 300 individuals if the committee decides to rent the entire place. \$65 per person for venue and meal which does not include a drink ticket. Co-chair Dunn said the committee needs to consider marketing as well. The anticipated cost for this event would be \$30K.

The Committee had many questions including:

- Is it buffet or sit down
- The best for the price
- Dance floor/layout with the new construction
- Decorations/theme

- Cash bar
- Limiting registration

### **TOWN PICNIC CELEBRATION**

The picnic would be at Rhododendron Lake Nature Park from 4pm to 7pm on July 5, 2025, with live music, BBQ and fun activities for children. Budget is estimated to be \$16K for food, drink, rentals, band, beer and or wine and marketing.

Co-Chair Hansen said he was meeting with Hubba Hubba and Carolina Ace BBQ. Town Manager Carmichael mentioned Okie Dokie BBQ. The committee discussed things like generators, separate tents for beverages and band, long tables and chairs, porta potties, parking, shuttles, pets, event signs or posting in the paper, kid's activities like face painting, outdoor games, 3 legged races etc. Co- Chair Hansen recommended hot dogs and hamburgers for individuals that don't like BBQ.

### **BEAR**

Ms. O'Cain said she spoke with Abigail Buckman, who would love to be our artist and she is willing to charge \$275 which includes the material but not the bear. She will meet with the committee and give us two proofs to vote on.

Mr. Wilson said the Committee will need to apply for the bear in October. The cost is around \$1200-1500.

Mr. Crowell said the owners of a retired bear are willing to lend it to the Town to put in the park for pictures.

### **ART ON MAIN**

The Committee discussed having a 12-month banner series to create interest. Co-Chair Hansen said the Committee needs to come up with a new banner and new idea to express interest of 100 years of Laurel Park.

Ms. Sacco said the banner for the Art on Main will come out in the fall and is \$250.

### **GENERAL BUDGET**

The committee discussed stemless wine glasses, pint glasses, bumper stickers and plaques for homes that are 100 years or older.

Mr. Wilson said for the stemless wine, Discount Mugs was mentioned, and they would do 300, 15 oz glasses with engraving for \$1800 including shipping with a 2-3 week turnaround.

Mr. Crowell mentioned asking White Duck Taco where they get their mugs.

## **HISTORICAL PRESENTATION (S)/ HISTORICAL BOOKLET**

Co-Chair Hansen said the historical presentations and the booklet are still a work in progress.

## **HISTORY TOUR (S)**

Co-Chair Hansen would like the plaques to be out before doing the history tours and talked about possibly having a 100-year home ceremony.

The Committee discussed bathroom issues with the Tours. It was mentioned using golf carts for bathrooms.

## **CONCERT SERIES AT JUMP OFF ROCK**

Co-Chair Hansen said the Friends of Laurel Park will handle this.

## **TURKEY TROT RACE (JOR RACE)**

This will be put on by IDAPH in early November and is self-funded.

## **SCAVENGER HUNT**

Mr. Anderson has come up with a scavenger hunt that will have a number to plug into a formula that makes a code or word. He suggested handing out prizes at the picnic.

## **HALLOWEEN TRAIL**

The Laurel Park Police Department will organize this event on October 25, 2025.

## **BANNER**

Co-Chair Hansen said the banner would be changed out each month to build up enthusiasm for the coming events.

Mr. Anderson recommended finding a filmographer that could capture the events by drone to document the whole year for historical purposes.

Town Clerk Amin recommended a time capsule.

Mr. Drake recommended bumper stickers, key chains and/or challenge coins. Co-Chair Hansen asked him to get quotes.

## **HISTORICAL MARKERS**

Co-Chair Hansen said two historical markers will be installed this year and three more next year. Those would be last of the historical markers.

Ms. O’Cain asked about getting a bird sanctuary sign back up. Mr. Anderson said he will add that to the agenda for Parks and Greenways Board.

Co-Chair Dunn recapped the events for the year.

**October 2024- Apply for Bear**

**November 2024- Apply for Art on Main**

**January – Start the banners monthly**

**February -**

**March 1st – Gala, Art on Main unveiling**

**April -**

**May – Bear unveiling**

**June -**

**July - Picnic on the 5th at Rhododendron Lake Nature Park, handout scavenger hunt**

**August -**

**September – Bear Auction**

**October -**

**November – Turkey Trot by IDAPH**

**BUDGET**

Co-Chair Dunn said fundraising ideally covers the entire budget. The estimate for needed income could be a goal of \$50,000 for the year. If the Committee cannot fundraise this full amount the Town can earmark dollars to be budgeted towards this. The events can charge a fraction for ticket prices to make them affordable.

**LAUREL PARK**

**CENTENNIAL SPONSORSHIPS**

<b>PREMIER</b>	Presenting sponsor of Gala & Pig Picking Opportunity to speak at both events 6 Gala tickets, 6 pig picking tickets Large color Logo on all Centennial marketing materials Full ad for Centennial in The Lightning Individual Social Media Shoutout x2	<b>\$15,000 X1 ONLY</b>
<b>GOLD</b>	Large, Colorful Logo on all Centennial marketing materials 2 Gala tickets, 2 pig picking tickets Half ad in The Lightning Individual Social Media Shoutout	<b>\$5,000</b>

<b>SIILVER</b>	Logo on Centennial Marketing Materials 2 Gala tickets Quarter ad in The Lightning Social Media Shoutout	<b>\$2,000</b>
<b>BRONZE</b>	Name listed on Centennial 2 pig picking tickets Marketing Materials Social Media Shoutout	<b>\$500</b>


*Ms. Sacco left the meeting unexcused at 12:28 p.m.*

Co-Chair Dunn had some final thoughts. She said Laurel Park’s calendar begins July 1<sup>st</sup>. The Committee can fundraise with an approved and polished document as early as this spring. Businesses and individuals can give tax-deductible sponsorships utilizing the document. The first step is to secure the Presenting Sponsor, then add their information to the doc. Who wants to ask and what is a reasonable amount for a presenting sponsor? We can re-evaluate the budget through the year (ex: are we over/under budget before the picnic? We can decide then what to charge for the picnic, not now).

**ADJOURNMENT**

There being no further business, Co-Chair Hansen adjourned the meeting at 12:47 p.m. on motion by Mr. Wilson.

ATTEST:

  
 Tamara Amin  
 Town Clerk/Deputy Tax Collector

  
 Co-Chair Hansen