



Town of Youngsville
Sesquicentennial Steering Committee
P. O. Box 190 / 134 US 1A South
Youngsville, NC 27596
(919) 925-3401 – Town Hall / (919) 925-3402 – Fax
CustomerService@youngsvillenc.gov
www.youngsvillenc.gov/150

AGENDA
REGULAR MEETING
JANUARY 12, 2024
10:00 AM

YOUNGSVILLE TOWN HALL
134 US 1A SOUTH

1. CALL TO ORDER
2. APPROVE MINUTES FROM THE DECEMBER 8, 2023 REGULAR MEETING
3. FINANCE REPORT
4. OLD BUSINESS
 - A. CONTINUE DISCUSSION ON CELEBRATION ACTIVITIES
 - i. 5K UPDATE – MEMBER REDD
 - ii. CASINO NIGHT UPDATE – MEMBER HURD
5. NEW BUSINESS
 - A. DISCUSSION FIREWORKS DISPLAY
6. REPORTS
 - A. COMMITTEE MEMBERS
 - B. SUBCOMMITTEES
 - i. ACTIVITIES - MCLAUGHLIN
 - ii. FIREWORKS - RICH
 - iii. FUNDRAISING – COOPER/LEMONS
 - iv. MARKETING - FLOWERS
 - v. PARADE - HURD
7. ADJOURN

Youngsville
Home begins with you

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MINUTES
SESQUICENTENNIAL STEERING COMMITTEE

DECEMBER 8, 2023
10:00AM

REGULAR MEETING
YOUNGSVILLE TOWN HALL
134 US 1A SOUTH

Chair Fonzie Flowers called the meeting to order at 9:59am. In attendance were Committee Members Lila Hedlund, Brandon Lemons, Michelle Faulkner, Cat Redd, Alysa McLaughlin, and Emily Hurd. Member Nathan Page arrived late, and Members AC Rich, Aubrey Cooper, and David Jerose were absent.

The first item on the agenda was to approve the Minutes from the Regular Meeting held on October 13, 2023, as presented.

MOTION: TO APPROVE MINUTES FROM THE OCTOBER 13, 2023 REGULAR MEETING

The motion was made by Member Hurd, seconded by Member Hedlund, and passed unanimously, 8-0.

The next item on the agenda was the Finance Report. Member Hurd stepped out briefly and Chair Flowers skipped the Finance Report until she returned.

Chair Flowers introduced Kim Kaid of the Greater Franklin County Chamber of Commerce. He noted she owned her own marketing firm. Chair Flowers felt she would be a great asset and had requested she attend the Sesquicentennial Committee Meeting to see what we were about. Ms. Kaid introduced herself and gave a brief overview of her experience. She noted that Youngsville was her community as well and she would like to help.

Member Page noted the lack of sales for sponsorships and how close the events are. He stated he was glad that Ms. Kaid was taking an interest. Member Page gave a summary of Casino Night for her reference. The concern was getting the word out to area businesses so they could be involved. Once the information was formalized, Staff would force the information through social media and visiting local businesses.



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The next item on the agenda was Old Business:

A. CONTINUE DISCUSSION ON CELEBRATION ACTIVITIES

I. 5K Update – Member Redd

- a. Running behind on getting sponsors due to work and home life.
- b. Will have the green beer at Yacht Club.
- c. Working on “How to have a race that everybody can win” for a slogan/motto.
- d. Still working on a route that doesn’t cross Main Street.
- e. Members Page and Redd both suggested alternate routes.
- f. Working with her T-shirt contact regarding prices.
- g. Noted she was expecting approximately 200 registrants.
- h. Discussed possible volunteers to help.

II. Finance Report

- a. Member Hurd returned and updated the Committee on how much money was raised between sponsors and fundraisers as well as money spent, for a balance of \$16,132.92.
- b. She noted Staff has been doing raffles to help raise funds.
- c. The expenses include payments for Casino Party Aces and ZimZoom Photobooth. She explained their final payments will be reflected in future Financial Reports.
- d. Expenses will increase as supplies for Casino Night are purchased.

III. Casino Night Update – Member Hurd

- a. Member Hurd presented information regarding the Table Sponsors and ticket prices and perks.
- b. 5 more Table Sponsors were needed, and she listed several businesses that might be interested.
- c. The Photobooth sponsor backed out and another one was needed.
- d. The Victorian is hosting the event, HomeSlice Tavern will cover the costs of the free drinks and have a cash bar. The ABC Permit for the event has been approved.
- e. Brian Whitley is working on finding someone to sponsor the food.
- f. More prizes are needed. Current prizes include 4 bottles of bourbon from the Youngsville ABC Store (Page volunteered to sponsor them), 4 Hurricanes Tickets against the Redwings, and a box at PNC Arena. Member Lemons stated he was able to get \$250 in gift certificates from Kanki Restaurant.
- g. Members of the Committee volunteered to speak with various businesses for sponsorships and prizes.



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- h. Tickets are selling and only 2 children have been signed up for childcare at this time.
- i. Member Hurd stated her goal was to raise \$10,000 on Casino Night.

The next item on the agenda was New Business. There was no New Business.

The next item on the agenda was Reports.

A. Subcommittees:

- i. Activities
 - i. Member McLaughlin had no updates.
- ii. Fireworks
 - i. Discussion on having a second fireworks display at the Tree Lighting Ceremony. The displays should be ten minutes each.
- iii. Fundraising
 - i. Member Hurd presented two ideas that she had received. First was selling shirts at the Christmas Parade.
 - ii. The second idea was a Jail and Bail. A flyer was handed out with information on how they were run.
 - iii. Concerns were expressed regarding the amount of time for using the Police Department and other Staff members.
 - iv. Member Lemons explained his experience with them, and that process seemed simpler. He stated he would work with Member Cooper on the process.
 - v. It was suggested to have the Jail and Bail event coincide with another event at Luddy Park.
- iv. Marketing
 - i. Member Hurd stated they were working on getting better flyers out with the updated information and sponsors.
- v. Parade
 - i. Member Hurd stated the Christmas Parade went well with the changes. She will work with the Parade Committee in 2024 to get everything together for the Sesquicentennial Parade.
 - ii. The May 17, 2025 event will start with the parade, have events throughout downtown and Luddy Park, and end with the firework display.
 - iii. Parade theme will be history.



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- iv. Member Hurd reminded the Committee that she would also do a time capsule and have attendees fill out the postcards, especially noting where they are from.

Chair Flowers adjourned the meeting at 11:09am, with a motion made by Member Page, seconded by Member Redd, and passed unanimously, 9-0.

Respectfully submitted by Emily Hurd, Town Clerk

DRAFT



Sesquicentennial Committee

Memorandum

To: Sesquicentennial Committee
From: Emily Hurd, Member
Date: 1/8/2024
Re: Monthly Finance Report

Please review and approve the below report on the Committee's finances as of January 8, 2024.

• Fundraisers	\$ 12,696.50
• Donations	\$ 110.00
• Platinum Sponsors (1)	\$10,150.00
• Gold Sponsors (1)	\$ 6,150.00
• Bronze Sponsors (1)	\$ 1,500.00
• Total expenses	<u>\$ (3,442.74)</u>
• Balance	\$27,163.76

Please do not hesitate to contact me if you have any questions or need more detailed information.



Sesquicentennial Committee Memorandum

To: Sesquicentennial Committee
From: Emily Hurd, Member
Date: January 8, 2023
Re: Casino Night at the Victorian - Update

Currently, we have 9 prizes, including \$150 gift certificate to North Cross Street Station, \$150 Gift Certificate to Kanki, 4 Hurricanes Tickets, PNC Arena Box for the night, Yeti Cooler, Grill, Mudcats Goodie Bag, 4 Bottles of rare whiskey, and a Downtown Goodie Bag.

We have sold 6 out of 7 table sponsors. We have the ABC Board, Oak City Logistics, Benchmark Community Bank, NCB Diesel, Auto Boutique LLC, and Youngsville Animal Hospital. Gaming Table Sponsorship includes the following.

- Your company name and logo on the gaming table
- Your company listed on all event correspondence.
- 1 free ticket to the event (includes \$10,000 in chips, 1 free cocktail, and 1 free raffle ticket)
- Usage of Sesquicentennial Logo for sponsors – can be added to your email signatures and business correspondence.
- Your company listed as a Sesquicentennial sponsor on our website www.youngsvillenc.gov/150

The Photobooth is now being sponsored by the Sesquicentennial Committee. Once we looked at it, it's too great an opportunity to get the Sesqui name out there. Below is an example of how our photos will look.



Including the free tickets for sponsors, we have over 50 tickets account for. Several have registered without paying and we are following up with them.

HomeSlice Tavern will sponsor the 100 free drinks and have a cash bar. Water and sodas have been sponsored by Sheets. Cannon Catering will provide cocktail hour, including glazed meatballs, BBQ pork, garden herb cheese

Town of Youngsville memorandum dated 1/8/2024
SUBJECT: Casino Night at the Victorian - Update

stuffed mushroom caps, and spinach artichoke dip with tortilla chips. They were willing to give a discount but not sponsorship of the food.

Expenses are now at \$6,224.81, which included Casino Party Aces, ZimZoom Photobooth, supplies, permitting, and catering. With the table sponsors and tickets sold, we are now in the making money portion of the fundraiser. I don't foresee too many more expenses, especially large ones.

Decorations will be kept to a minimum as the Victorian speaks for itself. Colors include gold and black, with pops of red. We will use balloon columns at the entrance and a few balloon sprays throughout the building. Candles will be lit on the mantles along with gold garland.

We are asking people to dress semi-formal, but noting we would love for them to come dressed from the Roaring 20's.

I would like to invite both local newspapers to the event, with one free ticket to each. I feel it will get our fundraisers more exposure, our sponsors more exposure (which may draw in future sponsors), and let the community know more about our fundraising for the Sesquicentennial. Let me know what you think about this.

If you have any questions, please feel free to reach out.

Emily