

ROCK ISLAND LABOR DAY PARADE ADVISORY BOARD

Third Meeting
Monday, April 14, 2025, at 4 pm
Conference Room - RIFAC
Agenda

	Topic	Who	Vote	Inform
1.	Welcome - Introductions New Advisory Board Member: Erin Gehn	Mary		X
2.	Additions to the Agenda?	All		X
3.	Meeting Approvals - Vote to approve meeting dates - see calendar - Vote to approve meeting time	Mary	X	
4.	Treasurers Report - Budget for 2024: \$25,000 Actual: \$25,000 2023: \$20,750 - Actual: \$15,780 - Budget for 2025: \$16,750	Dan		X
5.	Review of 2024 Parade - Theme: Parade of Celebrations - Final Counts: 110 entries, 167 units, 60 volunteers - Promotion schedule - <i>see second page</i> - Musical groups - <i>see second page</i> - Award Winners - <i>see second and third pages</i> - General Comments - <i>Anything to add?</i>	All		X
6.	Parade Theme Discuss 2025 Parade Theme - 41st Year!	All		
7.	Board Membership	Mary		X
8.	Misc. Items of Concern	All		
9.	Public Comments -	Public		
10.	Adjourn - next meeting date: May 12, 2025 <i>(proposed)</i>			

Parade Day - September 1, 2025

Thanks for your support of this great Rock Island event! 😊

FINAL: 2024 Musical/Attractions/Other Entries

Musical Groups Fee range: \$350/\$400/\$450/\$500/\$800*

Cost

Sponsor

University Bands

- ILLINI Marching Band \$14,390 (8 buses) CORI/Bally's/Stern
 - 350-400 members, Post parade stand still concert in stadium, lunch after provided by RIHS Band
- St. Ambrose University \$450

High School Bands: \$450 (increased in 2018)

- ✓ RIHS (2026 100th year!) \$450 McDonald's of RI
- ✓ Rockridge \$450 Wheelan-Pressly

Flatbed Favorites: Fee \$350/\$450 with flatbed and driver

- | | | |
|---------------------------------------|---------------------------|----------------------|
| 1. Mueller Band/Royal Pop/ \$350 | | Sharp Towing \$ |
| 2. Sheltered Reality Band/ \$700 (x2) | | Monson Towing \$\$ |
| 3. Big River Brass Band / \$350 | | QC Towing |
| 4. Lee Blackmon / \$350 | | QC Towing |
| 5. Audelia G and DJ Guerreo/ \$ 400 | Sponsor: Carmen's Jewelry | R&D Towing + vehicle |
| 6. Grey Wolf/ \$500 | Sponsor: Townships | QC Towing |

Marching Units/Music/Horses/Attractions

- ✓ Rocha/Los Charros Riders No fee – will reimburse for food @ \$700 (donation)
 - ✓ Horse & Carriage \$ 1,200 – for horse & carriage
-

Mailing/Promotion Schedule for 2024

- ASAP: Illini Marching Band Announcement
 - March: Post card mailing: *Save the Date* and theme announcement. Add to City Facebook, website
 - ASAP: Invite sent to high school and other bands.
 - June: First mailing sent to past parade participants and others not on the previous year's list.
Entry link placed on City Website (includes link to form and Parade Map)
 - July: Second post card sent to remind past participants of entry deadline.
 - August: Entry placement mailing/WHBF promo/ Press Release
 - Entry staging mailing – EMAIL
-

Parade Awards: presented October 28, 2024

Mayor's Cup Winner: Isa Balloons

Council's Choice: Backwater Gamblers

Advisory Board's Choice (Best Theme Related): The Refuge Church

Citizen's Choice: Quad Cities 50's Friends

Best Float: Ruhl & Ruhl Realtors

Best Business Entry: Blackhawk Bank & Trust

Best Church Entry: Grace Church PC

Best Organization: Rock Island Horticulture Club

Best School Entry: Denkmann Elementary School

2024 Citizen of the Year Category Winners

Vehicle Provider

Parade Marshal	Art Milton	TDR Carriages
☐ City Employee:	Brian Smith	Foster Mustang
☐ Education:	Rita Jett	Nimmers Mustang
☐ Individual:	Kai Swanson	Allen Convertible
☐ Organization:	Nest Café – Laura Evans Mann	Tschappat VW
☐ Professional:	Mark Drake	Steiner Camaro
☐ Veteran:	Jim Loveless	Gallagher Jeep
☐ Youth:	Bronz Roessler	Roessler Jeep
☐ Artist/Creator TIE	Carolyn Krueger/Artery	Andich Convertible
	Isaiah Williams/Zay Creatives	Bunch Convertible
☐ Business	Skeleton Key	Steiner Mustang

2025

Mailing/Promotion Schedule for 2025 (proposed)

- ASAP: Post card mailing: *Save the Date* and theme announcement. Add to City Facebook, website
 - ASAP: Invite sent to high school and other bands.
 - June: First mailing sent to past parade participants and others not on the previous year's list.
Entry link placed on City Website (includes link to form and Parade Map)
 - July: Second post card sent to remind past participants of entry deadline.
 - August: Entry placement mailing/WHBF promo/ Press Release
 - Entry staging mailing - EMAIL
-