

Celebrating 40 Years!

ROCK ISLAND LABOR DAY PARADE ADVISORY BOARD

Fourth Meeting
Monday, January 8, 2024, at Noon
Conference Room - RIFAC
Agenda

	Topic	Who	Vote	Inform
1.	Welcome - Introductions	Mary		X
2.	Additions to the Agenda?	All		X
3.	Approval of December 11, 2023, meeting minutes			
4.	Treasurers Report - Budget for 2023: \$20,750 Actual: \$15,780 - Budget for 2024: \$25,000	Dan		X
5.	Planning #40 - Finalize Theme - <i>proposed</i>: "Celebrate Rock Island 2024" or "Parade of Celebrations" - Status of new logo - Event branding (colors, etc.) - Special Attractions (Illini Band, balloons, ??) - Review Parade Awards (<i>send 2023 \$\$ awards</i>) - Report on Meeting to review line-up process - Shirts	All		X
6.	Committee Membership & Volunteers - New/interested: (<i>Votroubeks, Tina Black, Pat Versluis</i>) - Securing event volunteers	All		
7.	Misc. Items of Concern	All		X
8.	Public Comments -	All		X
9.	Adjourn - next meeting date: December 11, 2023	Public		

Dates to Remember: Parade Day - September 2, 2024

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

2024 Musical/Attractions/Other Entries

Musical Groups

Cost

Sponsors

*Sponsorship fees: \$350/\$400/\$450/\$500/\$800**

University Bands

- University of Illinois **\$18,472 (est.)**
Transportation (8 – 56 psngr buses): \$14,440, 1 meal (box lunch??) @ 9 pp: \$4,032
- St. Ambrose University **\$450**

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

- RIHS **\$450** McDonald's of RI
- Rockridge **\$450** Wheelan-Pressly
- Moline **\$450**
- ++

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

- | | | |
|-------------------------------------|----------------------------------|------------------|
| 1. Mueller Band/Royal Pop / \$350 | | Flatbed/Driver: |
| 2. Sheltered Reality Band/ x2 \$700 | <i>Sponsor: SRI Township</i> | Flatbed /Driver: |
| 3. Phyllis & Shark \$450 | | *Has Flatbed |
| 4. Big River Brass Band / \$350 | | Flatbed /Driver: |
| 5. Grey Wolf (place early) \$800 | | Flatbed /Driver: |
| 6. Audelia G and DJ Guerreo \$400 | <i>Sponsor: Carmen's Jewelry</i> | Flatbed /Driver: |

Flatbed providers: QC Towing, Monson, Sharpe, R&D Towing / Some drivers paid \$100 (from donation)

Marching Units/Music/Horses/Attractions

- Rocha/Los Charros Riders *No fee – paid for food @ \$700*
- F&M Clydesdales (now closed) *\$1,500 – for horse & carriage*
- Isa Balloons: Beginning (Council and Citizens) Announcers booths *\$2,395*
- Other ideas?? Metrosteppers ?
- Military units/bands?

Mailing/Promotion Schedule for 2024 (proposed)

- ASAP: Post card mailing: *Save the Date* and theme announcement. Add to City Facebook, website
- April/May: One mailing sent to high school and other bands.
- June: First mailing sent to past parade participants and a few others on the mailing 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**
- Social Media/Local Media/ Press Releases