

Celebrating 40 Years!

ROCK ISLAND LABOR DAY PARADE ADVISORY BOARD

Fifth Meeting
Monday, February 12, 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 January 8, 2024, meeting minutes			
4.	Treasurers Report - Budget for 2023: \$20,750 Actual: \$15,780 - Budget for 2024: \$25,000	Dan		X
5.	Planning #40 - Theme: Parade of Celebrations - Status of new logo: event branding (colors, etc.) - Illini Marching Band Update - Line-up location, post parade event, food & fundraising, more bands, promotion (Announcement!) - Special Attractions: <i>Zoo is interested!</i> - Discuss parade length, flatbeds, balloons, etc	All		X
6.	Committee Membership & Volunteers - New/interested: (Votroubeks, Tina Black, Pat Versluis) - Secure more event volunteers	All		
7.	Misc. Items of Concern	All		X
8.	Public Comments -	All		X
9.	Adjourn - next meeting date: March 11, 2024	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

- ILLINI Marching Band **\$14,390** (8 buses) **Suggestions?**
 - Confirmed 1/11/24**
 - 350-400 members
 - Post parade lunch provided by RIHS Band, served in cafeteria
 - Post parade stand still concert in stadium
 - 1/29/24 meeting held with Mayor Thoms, Director Carlin to confirm city support, discuss sponsors.
- St. Ambrose University \$450

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

- RIHS (2026 100th year!) \$450 McDonald's of RI
- Rockridge \$450 Wheelan-Pressly
- Moline \$450
- Geneseo?? (Illini band is a draw!)**

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

- | | | |
|-------------------------------------|----------------------------------|------------------|
| 1. Mueller Band/Royal Pop / \$350 | | Flatbed/Driver: |
| 2. Sheltered Reality Band/ x2 \$700 | Sponsor: SRI Township | 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 | Sponsor: Carmen's Jewelry | Flatbed /Driver: |

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

TBD: 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 **NEED NEW**
- Isa Balloons: Beginning (Council and Citizens) Announcers booths \$2,395
- Other ideas?? Metrosteppers ?
- Military units/bands?

Mailing/Promotion Schedule for 2024 (proposed)

- ASAP:** Illini Marching Band Announcement
- March: 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 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**
- Social Media/Local Media/ Press Releases