

ROCK ISLAND LABOR DAY PARADE ADVISORY BOARD

Eleventh Meeting
Monday, July 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 June 24, 2024, meeting minutes	All		
4.	Treasurers Report - Budget for 2024: \$25,000 / 2023: \$20,750 - Actual: \$15,780 - Entries to date + Music + Illini Band Update - Update on Sponsorships	Dan		X
5.	Planning #40 - Staging ✓ Theme: Parade of Celebrations ✓ Promotion schedule - <i>see second page</i> + Press Release • Online Registration/Map - Coming soon. ✓ School Meeting - WJHS and RIHS • Dynamic Status Group - Update? • Attractions: Weinermobile, Big Wheel Bicyclists, horses... ✓ Logo Award: Council Presentation July 22nd • Decorations/add balloons/banner along route ✓ Post parade Clean-up: Youth Services Bureau - Yes • Announcer Confirmation • Porta Potties/Golf Carts /Pizza & Subs • Secure Volunteers - discuss various areas • Citizen of the Year program - <i>need carriage/cars</i> • LDP page added to city website	All		X
6.	Discussion Items • Music Sponsorship funding • Parade Dedication Yes/No • Parade Give-aways/Gifts to volunteers • Shirts • Decorations/add balloons/banner along route • Post parade meeting	All		
7.	Misc. Items of Concern	All		X
8.	Public Comments*	All		X
9.	Adjourn - next meeting date: July 22,2024	Public		

Dates to Remember: Parade Day - September 2, 2024

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

Working List: 2024 Musical/Attractions/Other Entries

Musical Groups

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

All Sponsorship fees: \$500 5/24

Cost

Sponsor

University Bands

- **ILLINI Marching Band** \$14,390 (8 buses) **Mayor Thoms – working**
 - *Participation confirmed 1/11/24*
 - *350-400 members*
 - *Post parade lunch provided by RIHS Band, served in cafeteria (set!)*
 - *Post parade stand still concert in stadium*
 - *1/29/24 meeting 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 - set*
- *Rockridge* \$450 *Wheelan-Pressly - set*
- *Moline ?* \$450
- *Geneseo??*

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

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

Past: Flatbed provider options: 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
- *Horse & Carriage* \$1,500 – for horse & carriage **NEED NEW OPTION**
- *Isa Balloons: Beginning (Council and Citizens) Announcers booths ?? 2023: \$2,395*
- *Other ideas?? Dynamic Status group? / 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
- ✓ **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 entry 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**