

Celebrating 40 Years!

ROCK ISLAND LABOR DAY PARADE ADVISORY BOARD

Twelfth Meeting
Monday, July 22, 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 July 8, 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 + Press Release</i> • Online Registration/Map - Coming soon. ✓ Logo Award: Council Presentation August 12th • Porta Potties/Golf Carts /Pizza & Subs • Secure Volunteers - discuss various areas • Citizen of the Year program - <i>need carriage/cars</i>	All		X
6.	Discussion Items • Music Sponsorship Fee • Parade Give-aways/Gifts to volunteers/Ribbons • Shirts • Decorations/add balloons/banner along route • New Banners • Post parade meeting	All		
7.	Misc. Items of Concern	All		X
8.	Public Comments*	All		X
9.	Adjourn - next meeting date: August 5, 2024	Public		

Dates to Remember: August Meetings: 5, 11, 19, 24 (staging), 26

Volunteer Meeting: Saturday, August 31

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 / \$** *Flatbed/Driver:*
2. **Sheltered Reality Band/ x2 ?** *Flatbed /Driver:*
3. **Big River Brass Band / \$** *Flatbed /Driver:*
4. **Lee Blackmon/ \$** *Flatbed /Driver:*
5. **Audelia G/Selena and DJ Guerreo \$** *Sponsor: Carmen's Jewelry Flatbed /Driver:*

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**