

ROCK ISLAND LABOR DAY PARADE ADVISORY BOARD

**Fifteenth Meeting
Monday, August 19, 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 August 12, 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 - Dynamic Status Group - Update? - Update on Sponsorships	Dan		X
5.	Planning #40 - Staging ✓ Promotion schedule - <i>see second page + Press Release (1)</i> ✓ Parade Giveaways - 2,000 cups ✓ New Shirts ✓ Online Registration/Map - posted ✓ Attractions: Weinermobile, Big Wheel Bicyclists, horses... ✓ Logo Award: Council Presentation August 12th ✓ New banners - ordered 18th Ave: update ✓ Post parade Clean-up: Youth Services Bureau ✓ Announcer(s) Confirmed ✓ Porta Potties/Golf Carts - may use WJHS to hold ✓ Confirm Volunteers - discuss various areas • Citizens/Year Update - Awards on 8/26 NEED CARS ✓ Request new signs • Secure Flatbeds - close ✓ Decorative Balloons ordered	All		X
6.	Discussion Items ✓ Post parade meeting - 4 pm ---	All		
7.	Misc. Items of Concern	All		X
8.	Public Comments*	All		X
9.	Adjourn -	Public		

**Dates to Remember: Meetings in August: 26th Staging- 24th / Volunteer mtg -31st
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*

	Cost	Sponsor
University Bands		
• ILLINI Marching Band	\$14,390 (8 buses)	Mayor Thoms – working
○ Participation confirmed 1/11/24		
○ 350-400 members		
○ Post parade stand still concert in stadium		
○ Post parade lunch provided by RIHS Band, served in cafeteria (set!)		
○ Sponsors to date: Bally's Casino, Stern Beverage, CORI		
• St. Ambrose University	\$450	RI Police Benevolent Assn.
TBD: High School Bands: \$450 (increased in 2018)		
• RIHS (2026 100 th year!)	\$450	McDonald's of RI - set
• Rockridge	\$450	Wheelan-Pressly - set

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

1. Mueller Band/Royal Pop/ \$350		Sharp Towing
2. Sheltered Reality Band/ \$700 x2 - yes		Monson Towing
3. Big River Brass Band / \$350		Flatbed /Driver:
4. Lee Blackmon / \$350		Flatbed /Driver:
5. Audelia G and DJ Guerreo/ \$ 350	Sponsor: Carmen's Jewelry	Flatbed /Driver:
6. Grey Wolf/ \$500	Sponsor: Townships	Flatbed /Driver:

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

TBD: Marching Units/Music/Horses/Attractions

✓ Rocha/Los Charros Riders	No fee – paid for food @ \$700
✓ Horse & Carriage	\$ 1,200 – for horse & carriage

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 deadline press release/FB /WHBF promo/ Event Press Release
- FB post with 40-year participants -
- Entry staging mailing - EMAIL
- Social Media/Local Media